

# American Builder

Sept.  
1960



Utilities Help Builders Sell

Profits in New Building Methods

Apartments—Blueprint House

*Announcing..*

**BUILT-IN**



ILLUSTRATED ABOVE IS NUTONE'S NEW 5000 SERIES BARBECUE HOOD-FAN. BELOW IS NUTONE'S NEW BARBECUE BUILT-IN TO A STANDARD CABINET

BARBECUE GRILL IS FLUSH WITH COUNTER.



*There's No Barbecue  
Like NuTone..*

IT'S A BUILT-IN BARBECUE GRILL . . . No muss . . . no fuss . . . everything is neat and tidy. Brushed chrome counter rim is flush. Two-piece patented channel grids . . . prevent dangerous "flare-ups" by diverting the melted grease away from the blazing heat. Flavor of meat is improved because you avoid the "sooty taste."

IT'S A BUILT-IN ROTISSERIE . . . Easy and quick to assemble. The anodized cover keeps your room cooler by preventing excess heat from escaping. Most important . . . it retains and reflects the radiating heat to reduce cooking time . . . saves 1/2 to 3/4 on electricity costs of ordinary rotisseries.

HOUSING AND HEATING ELEMENTS ARE BELOW

# BARBECUE

## by NuTone



### It "Drops In" to Standard Cabinets

Never before has there been an indoor barbecue grill and rotisserie SO EASY TO INSTALL. Simply make a cut-out in any **standard** kitchen counter . . . the unit drops into place and locks in position with tension braces. It's completely insulated and fits all cabinets. U. L. listed.

U. S. Patents Pending

Crank control  
raises and lowers  
heating elements.



Cut-away view shows NuTone's 5000 Series Hood-Fan . . . with two powerful blowers and cushioned motors.

### Now... Cook-Outs Inside the Home

Up to now, Barbecue has been largely confined to the outdoors because the muss and fuss of ordinary grills discouraged indoor installation. NuTone Engineers have solved this problem with a Built-In Barbecue which gives the home owner "COOK-OUTS" inside the home . . . in the kitchen . . . family room . . . rathskeller . . . or any sheltered spot.

← Barbecue Grill is flush with counter top



### Perfect Ventilation for INDOOR BARBECUE and HEAVY DUTY VENTILATION

Because of NuTone's new SUPER-QUIET . . . SUPER-POWERFUL 5000 Series Hood Fan, you can now be sure that all excess heat and heavy smoke go outside the house. The hood is available in 30" size in Copper Anodized, Stainless Steel and Copper enamel finishes. Blends with cabinet or wall. Canopy available where cabinet is not installed.

SEE NEXT PAGE

NUTONE OFFERS A CHOICE OF...

# Electric & Charcoal

## Barbecue

*with Rotisserie Attachment*



Nutone's CHARCOAL Barbecue has many of the same exclusive features offered in NuTone's electric model . . . WITH THE EXCEPTION THAT CHARCOAL IS USED AS THE SOURCE OF HEAT. Temperature is controlled by a heat control lever which raises and lowers the fire box.

NuTone's warp-resistant Charcoal Fire Box has "easy-to-carry" handles on each side which fold down and out of the way when it is inserted in the grill.

Model #4000 — Built-In Electric Barbecue

\$129.95 List

Model #4010 — Built-In Charcoal Barbecue

\$59.95 List

Model #4020 — Rotisserie with special cover  
(Can be attached to Model 4000 or 4010)

\$34.95 List

### COLOR CATALOGS and INSTALLATION DATA

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Cincinnati 27, Ohio

SEE  
OTHER  
SIDE  
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NUTONE, Inc.,

Dept. AB-9, Cincinnati 27, Ohio

# NuTone

SPECIAL Model  
Home Offer

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Name \_\_\_\_\_ Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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NOV. 13-16

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Frank E. Heard, Attendance Chairman

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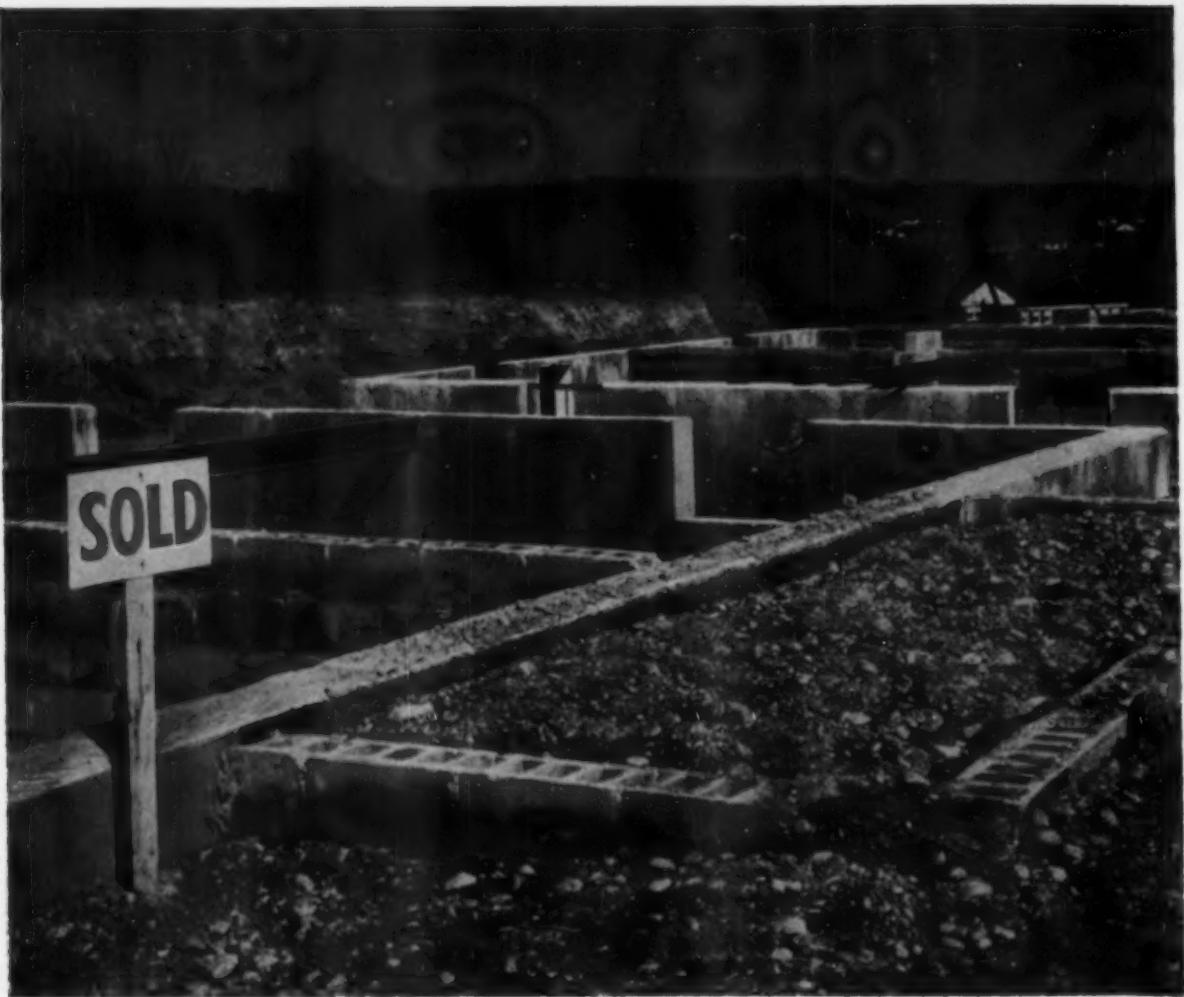
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## on aldrin

Today, more and more builders and architects are specifying aldrin for termite control in new construction. Here's why:

Aldrin is now listed in the minimum property standards of the F.H.A. for termite control on all types of new construction—slab—

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Aldrin is alkali-stable, even when lime, cement and other building materials are present in the soil.

And, aldrin is economical. Small

amounts go a long way, give effective protection for many years.

See your local Pest Control Operator for complete information on aldrin for termite control in new construction. Why not see him today. Or write to:

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# OPPORTUNITY

## To our readers:

Normally, we use this page to tell you of new opportunities that could help you better your business. This month, I'd like to tell you about an opportunity the AMERICAN BUILDER staff spotted and took advantage of for itself, and for you. I think the story tells a lot about our magazine and its staff.

We decided to bypass the glamour resort spots where many companies hold meetings. Instead, we chose Washington, D. C. It offered one thing no other city had—the National Housing Center—brain center of the industry.

Our annual staff meeting turned out to be a kind of sabbatical. We left the business of putting out a magazine behind us for a few days to hear top industry experts report on the new trends and developments in the industry we serve. Among others, we heard FHA commissioner Julian Zimmerman, NAHB economist Nat Rogg, U.S. Savings & Loan League financing expert Bert King, NAHB's effervescent merchandising whiz Bill Molster, codes expert Ward Buzzell.

We heard that the outlook for housing in '61 is brighter; that there is a need for at least 16 million new homes in this decade if we are to remain as well housed as we are now; that there is a strong likelihood that mortgage money will be much easier to get during the next ten years (via a Central Mortgage Bank and pension fund investments).

We heard other things, too. For example, we got the whole story on the cost-cutting Lu-Re-Co panel just unveiled by Prof. E. George Stern (see page 148), and we heard about two developments that



**AMERICAN BUILDER STAFFERS** at the National Housing Center—what they saw and heard is passed on to you.

gained in different ways by being laid out on circular lots (page 198).

Our staff is your listening post in the fast-changing industry that paces the entire nation's economy. They know what is happening; and, exactly what it means to you as a homebuilder. They find out who is doing what, and how they are doing it. And they pass it on to you—they spot profit opportunities and help you cash in on them. They keep themselves well-informed—so that you will be too.

**BAYNE A. SPARKS**  
Associate Publisher

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Quality will keep your houses moving. Especially quality in design . . . exterior quality . . . visible quality that makes a favorable first impression. This is one of the reasons so many successful builders today feature cedar shingle roofs and cedar shake walls. Cedar is the genuine. It appeals to the buyer of good taste. The buyer of sound judgment. The buyer who will not compromise with quality. The buyer who, more and more, is becoming the typical buyer. That's why you should be moving up to cedar.

*Because  
it moves  
prospects  
... it moves  
houses*

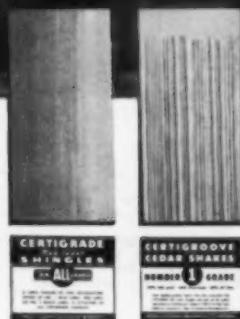
# CEDAR CEDAR



For complete application details see your Sweet's File, or write . . .

## RED CEDAR SHINGLE BUREAU

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# Nobody covers American Building like **AMERICAN BUILDER**

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## New! Biggest capacity 10" saw made

SKILSAW Super Duty Model has full 3 $\frac{3}{4}$ " depth of cut!

If you don't think there's a big difference in saw capacities, try cutting 4-inch dressed lumber with any other 10-inch saw. The 860, with full 3 $\frac{3}{4}$ -inch depth of cut, does it with blade to spare.

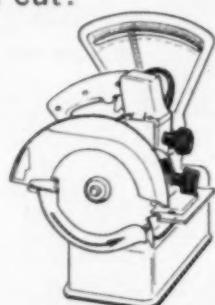
This super-duty, high speed saw is not only rugged as they come, it's the lightest 10" saw made. Super safe, too, because of Skil's "Floating" Guards\*. Both lower and upper guard automatically adjust to cover blade at every cutting depth. Vari-torque clutch protects against kickbacks.

Ask your Skil distributor for a demonstration. Look under "Tools-Electric" in the Yellow Pages. Or write: Skil Corporation, 5033 Elston Avenue, Chicago 30, Illinois, Dept. 106L.

\*Patent applied for



...and SKILSAW POWER TOOLS



25% lighter—only 17 $\frac{1}{2}$  lbs.

# WHAT'S NEW

*and what to do about it*

### Housing and the elections: Democrats set 2-million goal

After playing a part in the platform writing of both party conventions, homebuilding is continuing as a hot issue in the current campaign. The Democratic platform statement of a national housing goal of 2 million homes pleased many builders. But the means by which this end could be reached was not spelled out. Some feared that the 2 million figure might eventually include a large amount of public housing.

The political struggle over housing was being carried still further in Congress, as the new housing bill was argued. Prospects for passage of a workable, long-range bill this session seemed slim.

### Second-home market seen on increase: estimate at 200,000

Builders will have a growing market for vacation housing in the years ahead. Estimates put the figure at 200,000 units a year. And an AMERICAN BUILDER survey shows that 15% of its readers are already working in this market. Contributing to this growth is the increase in number of persons with income of \$7,500 or more. These are the families who can afford a second home.

Other boosters of this market: increase in the average person's leisure time; easier access to vacation areas, through improvement of roads and other transportation facilities; and a trend toward buying a vacation house for eventual use as a retirement home.

### Building code battle continues—need better paid officials

Builders are quietly but effectively carrying on a battle to update and improve the building codes that hamper their operations. Strongest line of attack is through local builder associations to secure adoption of one modern performance code for a whole metropolitan area. Many cities have done just this, with important savings resulting.

Another objective: to campaign for better paid, better educated building officials. The complexities of building techniques and code administration these days calls for high caliber, well paid officials.

**You can help improve building conditions by joining with other builders in a local campaign for a modern performance code. And at the same time, put in a word for better paid, better trained code officials.**

### Advanced school for homebuilders features new techniques

One of the ways builders are improving their building methods is to go back to school. This is what will be happening October 24th when the 7th Advanced School for Builders opens its classes at Urbana, Ill. The 10-day course is run by the University of Illinois Small Homes Research Council in cooperation with the National Association of Home Builders. New techniques, planning principles, design, new methods will be stressed.

**If you are interested in a brush up course in homebuilding, write Building Short Course Supervisor, Room 116b, Illini Hall, Champaign, Ill. The registration fee for the course is \$135.**

### More loans being made to buy and develop land

The critical problem of land development is getting a growing lift from the loan programs of Federal Savings and Loan Associations. Latest report

*Now!*

# Plywall flair unveils a distinct difference in doors!

Flair! Fashion! Plywall's new High-Pressure Laminex door skin introduces a whole new concept in door design. Distinctive, bold wood grain pattern. Subtle neutral coloring. Complements or accents any wall, any decor.

This dynamic advance in door finishes is available to you in the new Bellwood/Laminex interior door. Poly-Clad protected against mars, scuffs, stains. Guaranteed against fading—in writing!

Prefinished—ready to hang. And economical, too. Adds unmatched beauty and quality without adding costs. Standard height, 6'8". Selection of widths: 2'0", 2'4", 2'6", 2'8", 3'0". Also available, on order, in finishes to match Poly-Clad Plywall wood paneling.

See the Bellwood/Laminex door at your dealer's now! Or write:

**PLYWALL PRODUCTS COMPANY, INC.**

Dept. A • Fort Wayne, Indiana • Corona, California

A SUBSIDIARY OF EVANS PRODUCTS COMPANY, PLYMOUTH, MICH.



HIGH-PRESSURE  
**Laminex**  
BELLWOOD/LAMINEX DOORS

# WHAT'S NEW

and what to do about it

from the Federal Home Loan Bank Board shows that after a slow start (Nov. 1959) the program has picked up steam. More than \$10 million has been loaned by S & L groups to finance purchase and development of land for residential use. The average loan is \$85,700.

**Check with your local Savings and Loan Association to see if it will make land acquisition loans as now authorized by the Federal Home Loan Bank Board.**

### "Custom-built" division set by Long Island Home Builders

Long Island builders, who are justly famous for their efficient and large tract operations, have now set up a "custom-built" division. Al Rabinkoff, chairman, notes a growing interest in individually designed homes, and says the custom group will specialize in that type of work. First move by the new division was to publish a new brochure, "How to Obtain the Home of Your Dreams." It lists 31 members who build houses priced from \$7,000 to \$100,000.

**"Custom-built" is a good name for professional builders to use to differentiate their work from tract operations. For a copy of the brochure, write Long Island Home Builders Institute, 570 Fulton Avenue, Hempstead, N.Y.**

### Financing easier, construction outlook a little better

Both conventional and FHA mortgage money is now available on slightly more favorable terms, and some upturn in housing starts the last part of the year is predicted. Estimates for the last half of 1960 over 1959 are as follows:

Homebuilding, off 14% (dollar value)  
Industrial construction, up 20%  
Commercial building, up 6%  
Repairs and modernization, up 8%

### New funds coming into industry through FHA mortgage sales

Builders and mortgage finance men report a cumulative growth in the sale of FHA mortgages to individuals. This movement is bringing much new money into the home finance field. They are enthusiastic in praise of the action of Julian Zimmerman which encourages individuals and others to buy FHA insured mortgages from "approved" or "sponsoring" mortgagees.

After deduction of a service charge by the sponsoring mortgagee, the individual buyer will still receive a return of from 5 to 5 1/4% on his insured FHA mortgage. In addition to individual buyers, many purchases are also being made by mutual fund and investment companies.

**You can help bring money into your industry by "talking up" purchase of FHA mortgages to individuals and investors you know. They're a good, safe, buy.**

### Reverse twist on civil rights makes trouble in New York State

With new civil rights and anti-discrimination laws much in the headlines, builder problems are seen sure to increase. In New York a reverse twist is under investigation by the Attorney General. He received complaints of "blockbusting"—a scheme by which real estate dealers or others stir up rumors and prejudices to create panic selling of homes. Owners are told that certain racial, religious or foreign types are "moving in." They are frightened into selling at bargain prices. Officials threaten to revoke licenses of any brokers they find implicated.



# Removability

*makes the big difference  
in windows*



Builders need "extra" features to sell homes *profitably* in today's competitive market. Your prospects know the advantages of windows that lift out for safe and easy cleaning. You know that installation time and on-the-job damage can be reduced by removing sash before installation. You save on painting time, too. Removability *does* make a big difference.



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# CHANGE

The outlook for housing is brightening for 1961. Previous forecasts of a 10% decline in starts in 1960 will hold true, however. The easing money market will have little effect on housing through the end of this year because the letup came too late to permit builders to revise their 1960 plans. Consensus of this year's starts estimates is for a total of 1.8 million units (measured by new-series Census Bureau count).

The switch to manufactured homes and manufactured major components is accelerating. NAHB's Builders Economic Council—some 700 top builders—indicated that 14% of the units they will build in '60 will be totally manufactured homes, as against 9% in 1959. Prefabricated roof trusses were used in 41% of the group's homes in '59—will be in 47% of their homes in 1960. Exterior wall panels will be used in 21% of the group's 1960 output, as opposed to 14% in '59. Finally, some 17% of the group's homes will make use of prefabricated interior partitions.

**Sidelight on component-geared operations:** Builders can triple their production—without added capital—by using components.

This finding came out of a joint study by Reynolds Metals Co. and Lu-Re-Co. The survey indicates that components save between \$350 and \$400 per house through reduction in pilferage, scrap losses, and construction time.

Interest in rental units continues on the upswing. NAHB's "trendsetters" indicate that rental units accounted for 8% of their total volume in '59, will account for 12% in 1960. (See our apartment feature starting on page 150.)

Home improvement dealers are fighting an uphill battle to rid the industry of the ill effects produced by swindlers who take homeowners for an estimated 500 million dollars a year. Some 500 metropolitan New York home improvers met in mid-August and adopted Better Business Bureau standards aimed at eliminating abuses in advertising and selling tactics—a step in the right direction.

**Investment tip:** Interested in picking up a sure  $5\frac{1}{4}\%$ ? Arrange a purchase of an FHA insured mortgage—now available to private investors through local banks.

The bank handles servicing on the mortgage—takes a  $\frac{1}{2}\%$  cut from mortgage's original  $5\frac{1}{4}\%$  return.

The days of boom and bust in real estate are over, says Dr. Homer Hoyt, whose "Urban Real Estate Cycle—Performances and Prospects" is available from the Urban Land Institute.

Hoyt sees various changes in the national economy that tend to sustain a high price level for residential real estate. High on his list is population growth, which tends to keep demand for land well ahead of supply, and to exert cycle-smoothing mildly inflationary pressure on real estate prices.

## Dress up "Naked" Homes for Faster, Easier Sales!

Put the warmth of "woman appeal" into every room with decorative lighting styles by MOE Light—and watch your home sales rise! Decorative lighting is your easiest way to flatter a new home—your most effective way to add allure to modernized or remodeled homes. For the latest fashions in lighting—and full-color photos showing you how to use them in every room, get your free copy of the revolutionary new MOE Light decorative lighting guide and catalog. Just off the press, it's packed with lighting ideas to help you make sales!



Send for **FREE** Lighting  
"Idea Book" Today

- 66 full-color pages!
- hundreds of  
decorator fixtures!
- room-by-room  
lighting ideas!



*Left, above*  
Pull-downs flanking sofa add decorative charm, reading comfort.  
See "Idea rooms" such as these in the new Moe Light catalog.

*Right, above*  
Recessed ceiling lights dramatize fireplace;  
pole and reel pull-downs provide adjustable reading light.



**THOMAS INDUSTRIES INC.**  
Lighting Fixture Division  
Executive Offices: 207 E. Broadway,  
Louisville 2, Ky.

The World's Largest Single Source of Lighting for Home, Commerce and Industry

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207 E. Broadway, Louisville 2, Ky., Dept. MAB-9

Send new 66-page MOE Light Decorative Lighting Guide and  
Fixture Catalog—packed with lighting ideas to sell homes.

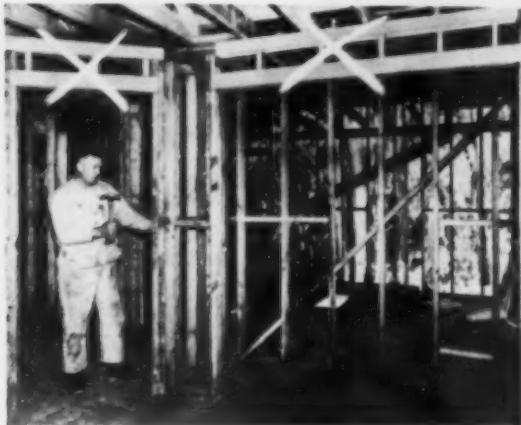
COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

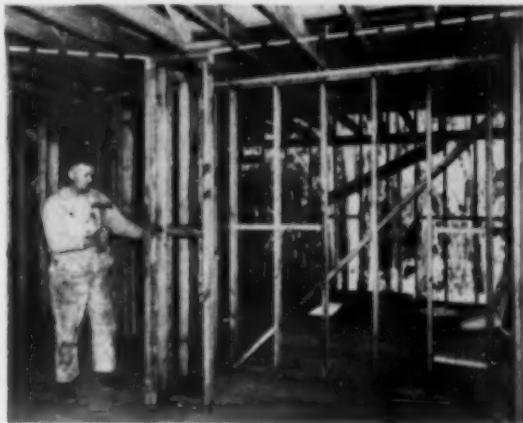
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

YOUR NAME \_\_\_\_\_

# IDEAS IN ACTION



**CONVENTIONAL DOORS** require additional framing shown by area crossed out in white. Use of ceiling-height doors, which cost only slightly more than conventional doors, eliminates this framing, saves labor.



**SAVINGS** in labor and materials permitted by floor-to-ceiling doors are shown here. Dotted lines indicate actual position of the doors. Workman is in doorway to bedroom, with opening to a closet on the right.

## Ceiling-high doors cut framing, help sales

**B**uilder T. E. McCormick of San Francisco discovered the advantages of ceiling-height doors (see photos) by chance. Now he installs them in his model homes by design.

He first used these modern doors when a buyer requested them in a custom house. McCormick liked their appearance. And when he found the doors could be obtained from compa-

nies like Simpson Logging Co. at a price low enough to permit savings through reduced framing costs, McCormick didn't hesitate to use them. Buyer reaction, he says, has been very favorable.



**CARPENTER** hangs louvered bi-fold door for closet. Other Simpson flush doors appear at left and in background. Because of a solid lock block through the middle of each door, lock can go on right or left side.



**BUILDER** T. E. McCormick (above) explains advantages of tall doors to prospect. Aside from the smart, modern look the doors give, McCormick says they eliminate air traps, improve the flow of air throughout the house.



DUR-O-WAL'S  
TRUSSED DESIGN  
STANDS AT  
THE HEAD OF  
THE CLASS!



## Impartial tests by university research engineers prove **Dur-o-wal** adds 71% flexural strength to masonry walls

We sent Dur-o-wal masonry wall reinforcement to school—where its effectiveness was scientifically measured by strictly impartial university research engineers. Here are facts:

When Standard Weight Dur-o-wal is used every second course, the flexural strength of a masonry wall increases 71 per cent. This can be further increased, in the good cause of permanent wall construction. When Extra Heavy Dur-o-wal is used every

course, with Class A mortar, the flexural strength of a masonry wall increases 261 per cent!

Dur-o-wal, you see, is engineered—according to the fundamental truss principle which uses all of the steel in tension and working together. Make sure you get the masonry wall reinforcement that does the job. Always look for Dur-o-wal's exclusive trussed design. Stocked by more than 8,000 nation-wide dealers. See us in Sweet's!

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Masonry Wall Reinforcement and Rapid Control Joint

RIGID BACKBONE OF STEEL FOR EVERY MASONRY WALL

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- Dur-o-wal of Ill., 119 N. River St., AURORA, ILL.
- Dur-o-wal Prod., Inc., Box 628, SYRACUSE, N.Y.
- Dur-o-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA.
- Dur-o-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ.
- Dur-o-wal of Colorado, 29th and Court St., PUEBLO, COLO.
- Dur-o-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD.
- Dur-o-wal Inc., 165 Utah Street, TOLEDO, OHIO

**RAPID CONTROL JOINT**  
*...another product engineered for the job by the makers of Dur-o-wal. Wide, weatherproof Neoprene rubber flanges expand and contract with the joint, keep it sealed tight with little or no caulking.*



NATIONAL LOCK

**Medalist**

HARDWARE

MEDALIST

is

NATIONAL LOCK  
and the trademark  
for outstanding  
value in  
builders hardware

MEDALIST HARDWARE DIVISION  
**NATIONAL LOCK COMPANY**  
Rockford, Illinois



## No special safety precaution required with easy-to-apply ROLTITE® WATER-BASE CONTACT CEMENT

It gives you the good workability, excellent heat and water resistance you want and need.

But unlike solvent-base cements, Roltite Water-Base Contact Cement is non-flammable during application. You can smoke near it, use any power tools you like. There are no time-consuming safety precautions you or other contractors on the job must follow. There's no objectionable odor, either, to disturb you or your customers. This means you can do your work any time without shutdowns, after-hours or overtime problems.

Roltite Water-Base Contact Cement has exceptionally high bond strength, saves about 25% on cement costs because it covers more square feet per gallon. Use it for bonding decorative laminates to porous base surfaces; and plywood, and decorative wallboards to studding or furring strips.

The complete family of Roltite Brand Adhesives provides better construction at lower cost. For further information see Sweet's Catalog or contact your 3M Field Engineer. Or write: AC&S Division, 3M Co., Dept. SBE-90, St. Paul 6, Minnesota.

"Roltite" is a Reg. T.M. of 3M Co.

ADHESIVES, COATINGS AND SEALERS DIVISION

**MINNESOTA MINING AND MANUFACTURING COMPANY**  
... WHERE RESEARCH IS THE KEY TO TOMORROW





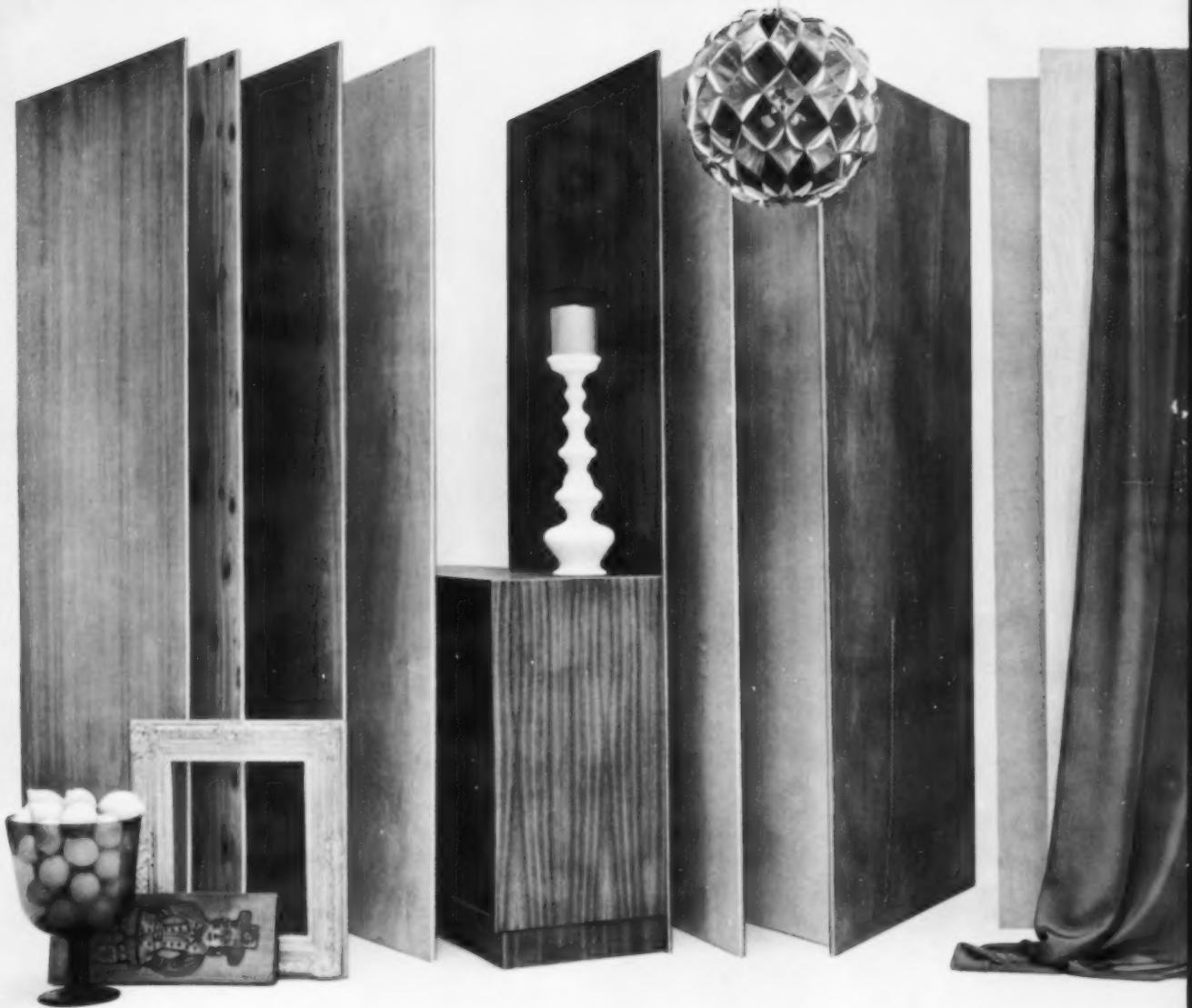
A COMPLETE  
LINE OF  
HARDWOOD &  
DECORATIVE  
PLYWOOD

from  GEORGIA-PACIFIC

**NEW "SILK FINISH" SAVES ON-THE-JOB SANDING!**

G-P's special high-speed sanding process cuts construction time and costs.  
Gives a silk-smooth surface to domestic Hardwood and Decorative Plywood.  
Eliminates over 90% of on-the-job sanding, no snake tracks or swirls.  
The lustrous, fine-furniture surface is ready for any type finish.  
Choose from a broad selection of woods and faces . . .





## SEE THESE NEW TIME-SAVING G-P "SILK FINISH"

Turn a panel to the light, see the extra gloss from our new high-speed sanding.

On-the-job sanding can't duplicate this fine-furniture finish.

A wide range of faces — each veneer carefully selected, perfectly bonded.

Available in thicknesses from  $\frac{1}{8}$ " through  $\frac{3}{4}$ " in stock panel sizes.

Cores of Western softwood veneer, hardwood veneer or lumber, or particle board.

*Special architectural sizes and faces can be custom-made to any specification.*

*Whatever the building or decorating need, G-P can fill it.*

**80 CHOICE VENEERS...WIDEST RANGE OF COLOR,**



## DECORATIVE PLYWOODS

In a complete  
selection of faces,  
cores, sizes

Above from left:

**REDWOOD  
CEDAR  
CHERRY  
RED BIRCH  
WALNUT  
WHITE MAPLE  
FIR  
GUM  
WHITE BIRCH  
ASH  
MAHOGANY  
PINE  
OAK**

Not shown:

**MADRONE ELM  
TEAK LIMBA  
PECAN ROSEWOOD**



## NEW IMPORT EXCLUSIVES!

### Danish "profile" paneling.—*Plyfa-Profile.*

A new concept, a G-P exclusive. Use this contour-faced plywood for arresting effects. Two "profiles" combine Mahogany and Obeche, three are Mahogany. 32" x 96" panels.

Exclusive Ply-Deck, marine grade, combines 2½" strips of Teak or Makore (Cherry Mahogany) with ¼" strips of contrasting species. With hardwood core in 4' x 8' panels.

Other genuine hardwood imports offer a large selection of colors, grain patterns and prices. Species from worldwide sources.

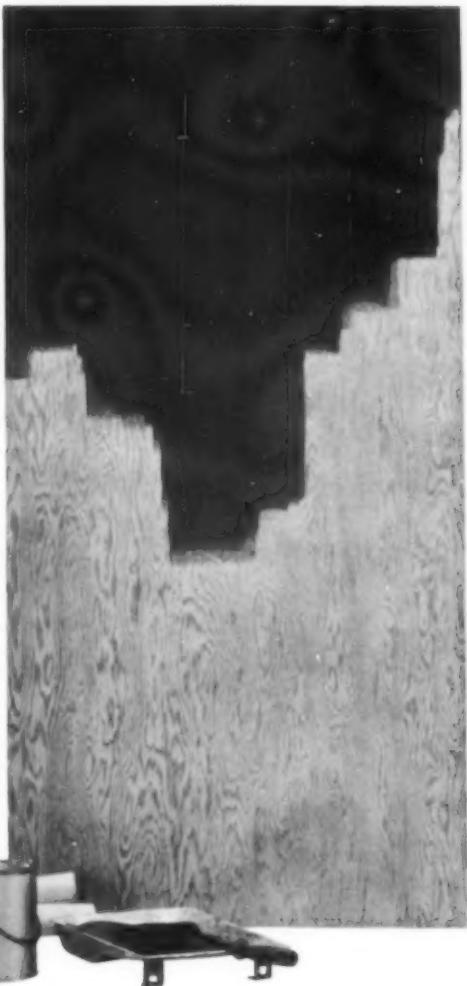
GRAIN PATTERN, PRICE...



**GEORGIA-PACIFIC**



# NEW! “SILK FINISH” ON FIR PLY- WOOD!



G-P's new high-speed sanding process means a better, faster finished job. This new "Silk Finish" on A face fir plywood will soon be available on  $\frac{3}{4}$ " AA or AB stock through nation-wide G-P distribution centers.

The consistent high quality of G-P Plywood is assured through vast reserves of prime timber . . . efficient, revolutionary manufacturing methods . . . continuing research . . . and high grading standards. For every grade, size and thickness—choose Georgia-Pacific . . .

**WORLD'S LARGEST PRODUCER OF PLYWOOD**

**MANUFACTURERS OF ONE OF THE NATION'S LARGEST INTEGRATED LINES OF FOREST PRODUCTS**  
**PLYWOOD • LUMBER • REDWOOD • HARDBOARD • PULP • PAPER • CHEMICALS**

27 plants, 61 distribution centers. For complete catalog and information on all products, call your nearest Georgia-Pacific supplier, or write to Georgia-Pacific, Dept. AB960, Equitable Building, Portland, Oregon.



**GEORGIA-PACIFIC**



Interiors by Charles Anna Marsh  
Photographs by Hulin of Alderman Studios

For above doors, specify Float-Away Louvered, 8'-0" height, any width required.

## Does \$14.97 Extra Profit per Closet Installation Interest You?

With a pre-packaged Float-Away door . . . 20 minutes time . . . a hammer and screw driver . . . you can make \$14.97 additional profit on every closet you build. Float-Away metal closet doors completely eliminate unnecessary framing, wall finishing, costly labor. Write or wire collect today for proof of the Float-Away profit story.

**FLOAT-AWAY**  
1173 Zonolite Road, N.E.



**DOOR COMPANY**  
Dept. A-91, Atlanta 6, Georgia

Float-Away metal closet doors are made to fit all standard modular openings — available in Flush Panel, Louver or Colonial, prime coated — also prefinished Lauan and Birch. Five-year guarantee.



*Interchangeability of Suburban built-in ranges is effectively used by builders who offer prospects their choice of gas or electric in stainless steel or 8 color finishes.*



# Chimney-wall kitchen adds custom-appeal to \$20,000 homes

*3rd in a series of practical ideas  
for builders who feature  
Suburban built-in ranges*

Designed by Bruce McCarty, A.I.A.  
PAINTER, WEEKS, MCCARTY - ARCHITECTS

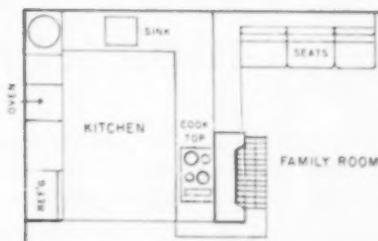
The best-seller kitchen was designed to give you the most value, the most sales-talk for homes in the \$18,000 to \$22,000 price range. It is not only full of unique, desirable features, but the combined total of these features costs no more than the average kitchen in a home of this price. Builders who sell from model homes, in particular, take full advantage of Suburban's interchangeable units to offer custom choice of built-in ranges—with color scheme to match. For construction details of this and other Idea Kitchens, just mail the coupon at the bottom of this page.



## Giant new double oven

Wider than ever, almost 10,000 cubic inches of cooking space, yet it occupies only 24 inches of wall space. The giant ovens are temperature-controlled independently by separate thermostats—bake or broil in both. Upper oven fully automatic; rotisserie, optional.

Whatever the price-range of your homes there's a Suburban oven and cook-top to fill your particular needs. Guaranteed by Good Housekeeping as nationally advertised.



## Free plans; free "Ideas File"

The sketch above shows how easily the Idea Kitchen presented on these pages may be adapted for varying space requirements. The details on design, equipment, sizes and dimensions are yours for the asking.

A specially prepared expansion-file, "New-Home Ideas Kit," is also available for you to collect other ideas, articles and product dope with separate indexed sections for every room in the house. Just say "send it!"

happy family area. The Suburban built-in range, of course, does its bit in creating the atmosphere of gracious living that sells homes.

**Samuel Stamping & Enameling Co.,**  
Department AB, Chattanooga 1, Tenn.  
I want more information on Suburban:  
 Built-in Electric Ranges  
 Built-in Gas Ranges  
 I am an architect    realtor    kitchen  
remodeler    builder (sales mgr.)    builder (in charge of purchasing)  
 Please send me free Kitchen Plan &  
Specs for \$20,000 home     
free new-Home Ideas File Kit  

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**suburban**  
Built-in Ranges

LOOK FOR SUBURBAN IN YELLOW PAGES

*New General Electric built-ins—the ranges with all*



## New! Sensi-Temp Unit makes range-top cooking completely automatic

The desired temperature is simply dialed and the automatic Sensi-Temp\* Unit maintains proper cooking heat. Pot watching is eliminated.

Pushbutton panel with dial for automatic unit and other cooktop controls can be placed in back or side wall. Roomy 21-inch Custom oven has automatic timer and minute timer, charcoal-type broiler, automatic rotisserie and meat thermometer, floodlight, two shelves and removable door.

General Electric Built-Ins offer so many other features: single and double ovens, two and four-unit cooktops, wide range of Mix-or-Match colors and a choice of several types of controls. Include General Electric Built-In Ranges in your plans for 1960!

Plans, specifications and accessory sources for the above kitchens are available from: Range Department, General Electric Company, Building 2, Appliance Park, Louisville 1, Kentucky.

\*Trademark of General Electric Company



*The Golden Value Line of the 60's*

*the most-wanted features!*



## Special all-in-one version of popular new Mark 27

Surface units, oven and control panel in one compact, built-in unit. With controls right on the range instead of on a separate panel, you save an extra installation step and you save money.

Features? Unique recessed top with four surface units, pushbutton controls, big oven with removable door and focused heat broiler. Available in coppertone, white and Mix-or-Match colors—and available *right now!* Model J610.

*Progress Is Our Most Important Product*

**GENERAL ELECTRIC**

SLIDES INTO PLACE  
SAVES SPACE,  
TIME AND LABOR



One piece—one installation. Controls are built right in. For complete specifications and installation information, contact your local General Electric distributor or write to—Range Department, General Electric Company, Appliance Park, Louisville 1, Kentucky.

## "Concealed telephone wiring is helping me sell homes"



SAYS EUGENE V. GARDINER  
OF GARDINER CONSTRUCTION CO.,  
FREMONT, CALIFORNIA



Telephone man Mason Layton checks concealed telephone wiring and position for outlet in a Gardiner "Mission Ranch" home at Fremont, Calif.

"I wouldn't think of building a home without concealed telephone wiring and convenient extra outlets," says Eugene Gardiner, head of his own construction company 85 miles southeast of San Francisco. "It's a definite built-in sales feature."

"At one time, concealed telephone wiring was considered a luxury by home buyers," says Mr. Gardiner, "but not now. People demand it. When they buy a modern home they expect modern accessories and conveniences... and that includes phone equipment."

Mr. Gardiner builds homes in the \$20,000-to-\$30,000 range. Each of his homes is equipped with telephone outlets. "We've telephone-planned our homes since 1957," says Mr. Gardiner, "and we intend to continue doing so. It's a profitable investment."

\* \* \*

*Your local Telephone Business Office will gladly help you telephone-plan your homes. For details on home telephone installations, see Sweet's Light Construction File, 11c/Be. For commercial installations, Sweet's Architectural File, 34a/Be.*

BELL TELEPHONE SYSTEM





L'EGLISE N.-D. DU SAINT-ESPRIT A VALLEYFIELD, QUEBEC  
ARCHITECT: PIERRE DIONNE; BUILDER: RAYMOND LECOMPTÉ CONSTRUCTION, INC.

## wood mp windows

*integrate modern efficiency and church design*

For protection against Canadian winters, these PELLA MULTI-PURPOSE WINDOWS offer the recognized insulating qualities of wood and self-storing, inside "storms". The 20 standard sized M-P units combine into hundreds of arrangements compatible with practically all architectural requirements. For maximum efficiency

and rapid, easy installation on the job, you can bank on the quality materials and exacting craftsmanship of PELLA M-P WINDOWS. So, get to know all the advantages of working with PELLA WOOD WINDOWS. Consult your classified telephone directory for name of nearest U. S. or Canadian PELLA distributor...or mail coupon.

.....THIS COUPON ANSWERED WITHIN 24 HOURS.....

ROLSCREEN COMPANY, Dept. LB-51, Pella, Iowa

Please send literature on

PELLA WOOD M-P WINDOWS

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY & ZONE \_\_\_\_\_

STATE \_\_\_\_\_



Guests of mile-high Harvest House Motel enjoy the ultimate in comfort. This well-appointed lounge, for example, is heated

and cooled by General Electric *Thinline* Room Air Conditioners. Each guest room is equipped with a *Thinline*, too.

**Even mountain air is fresher with air conditioning!**

## **NEW COLORADO MOTOR HOTEL IS COOLED, HEATED BY 157 GENERAL ELECTRIC THINLINES**

"Summer guests demand air conditioning, even at 6,000 ft. altitude," say the owners of the new Harvest House in Boulder, Colorado. "We've given it to them—and heat, too—by installing a General Electric *Thinline* in each room."

"Here in the mountains, a building can be uncomfortably hot on the sunny side and too cool on the shady side. That's why our architect, Ralph D. Peterson & Associates, recommended air conditioners that heat and cool . . . individual room units so each guest could control his own comfort."

"They specified General Electric because we have to have reliable performance and top quality service, too, if we ever need it."

General Electric's Golden Value Line of the 60's

includes 18 room air conditioner models ranging from 5,300 to 16,000 BTU's\*. There's one to solve every air conditioning problem; three that provide heat as well as cooling. And all models dehumidify, filter and circulate, too.

See your General Electric representative for details. General Electric Company, Room Air Conditioner Dept., Appliance Park, Louisville 1, Ky.

\*Cooling capacities are tested and rated in compliance with NEMA Standard CN 1-1958, and are stated in terms of British Thermal Units.

*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**



Where are the air conditioners' rust-proof aluminum grilles? Behind the balconies that climb the handsomely modern façade.



Each bedroom has its own *Thinline*. The attractive modern inside grille is an interesting addition to the room's appearance.



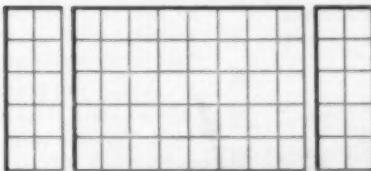
## WOOD CASEMENTS

offer showcase beauty

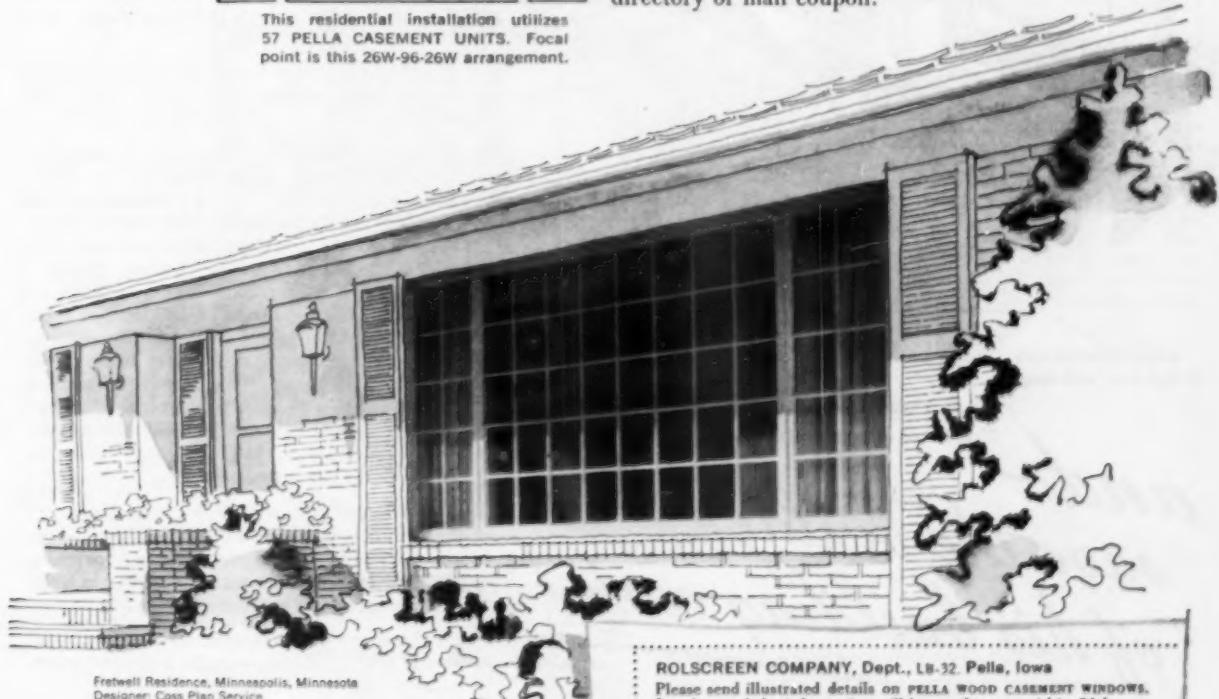
and features that can be demonstrated

From features like removable muntins to exclusive ROLSCREENS, PELLA WOOD CASEMENT WINDOWS verify your judgement of window quality. PELLA muntins snap in, snap out for easy painting and cleaning. ROLSCREENS, the inside screens that roll up and down like window shades, create visions of dream-like convenience.

Completely surrounded by a steel frame, these fine wood windows are built to deliver homeowner satisfaction. For year 'round comfort, PELLA WOOD CASEMENTS offer famous Dual Glazing panels or insulating glass. Sizes range up to 68" glass height. All windows are factory assembled. See the PELLA distributor listed in your classified telephone directory or mail coupon.



This residential installation utilizes 57 PELLA CASEMENT UNITS. Focal point is this 26W-96-26W arrangement.



Fretwell Residence, Minneapolis, Minnesota  
Designer: Coss Plan Service  
Builder: Gunnar Johnson

ROLSCREEN COMPANY, Dept., LB-32, Pella, Iowa  
Please send illustrated details on PELLA WOOD CASEMENT WINDOWS.  
I understand the information will be on the way within 24 hours.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

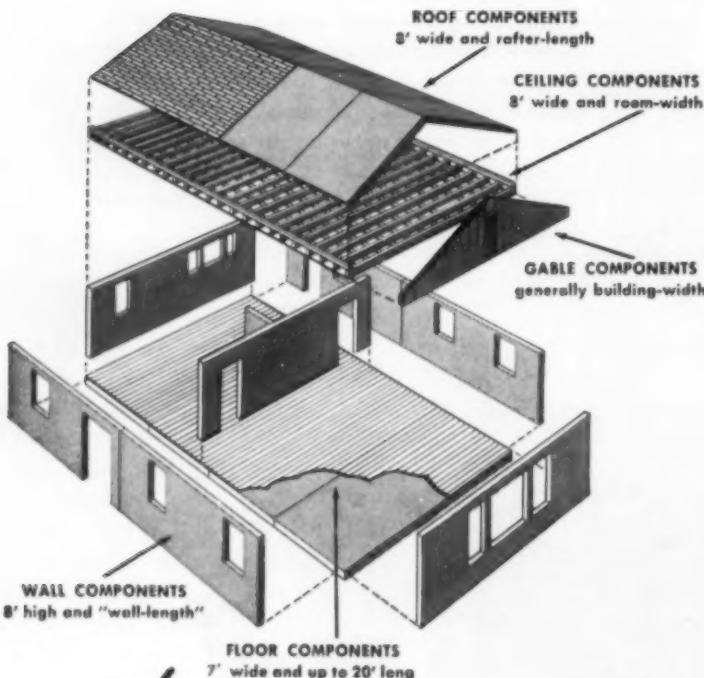
ADDRESS \_\_\_\_\_

CITY & ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## P-B COMPONENTS LOWER THE PRICE

*-enable more people to buy homes*



*and-  
save the builder 15%  
of his building costs!*

To save money in conventional building—send us your blueprints for a free Cost-Reduction Analysis. They will be returned with an engineering report on the savings you can make with Homasote Materials. Homasote Board-and-Batten and Grooved Vertical Siding construction are lower in cost than anything else you can use currently for exterior walls.



### FOR A HOME OF ANY TYPE OR SIZE!

Write or wire today for fully-illustrated 8-page brochure giving the complete details. Kindly address Department J-9.

**HOMASOTE** COMPANY  
TRENTON 3, NEW JERSEY

Homasote of Canada, Ltd. • 224 Merton Street • Toronto 7, Ontario

AMERICAN BUILDER

NOW

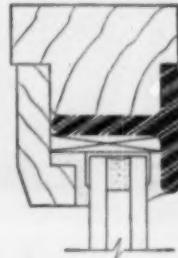
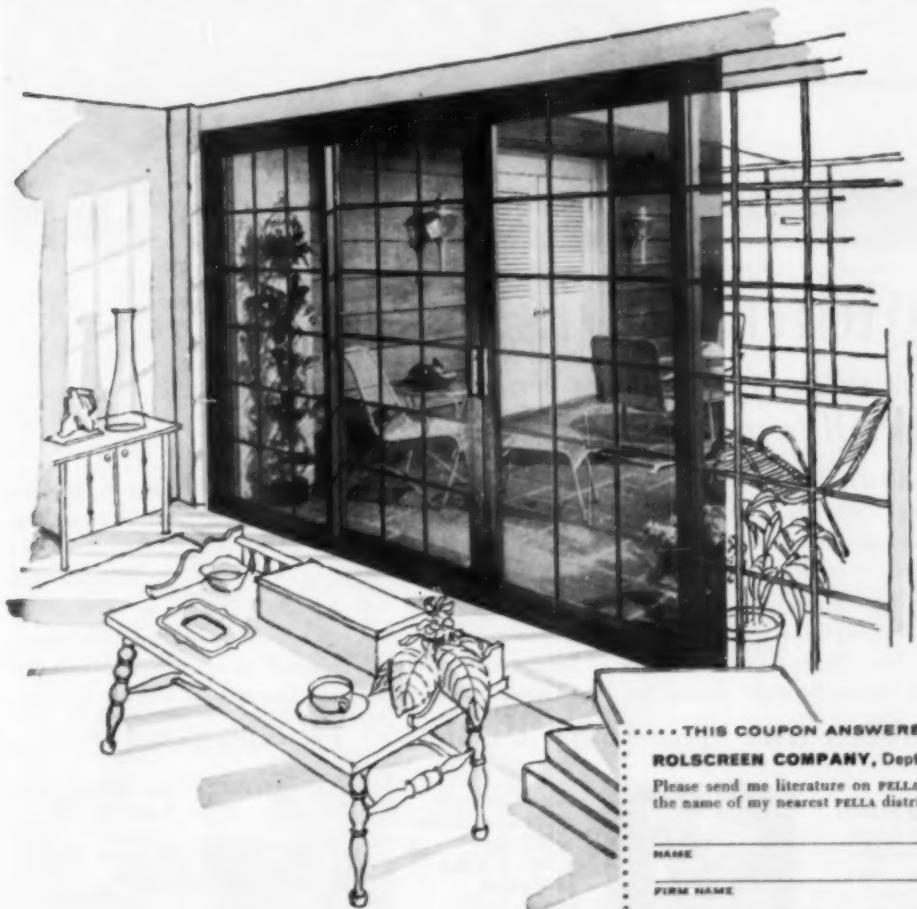


## SLIDING GLASS DOORS of wood

you can paint or finish naturally

FOR YOUR IDEA FILE: Now PELLA offers sliding glass doors of wood you can paint or finish to match *any* color scheme *inside and out!* The superior insulating qualities of wood plus a combination of stainless steel and wool pile weatherstripping, make this sliding door weathertight...keep it weathertight...end condensa-

tion. And you can add a touch of traditional charm with PELLA removable muntins in regular or diamond patterns. Type o, ox, xo, oxo and oxxo doors available in 33" and 45" glass widths x 76 $\frac{3}{4}$ " glass height. Call the PELLA distributor listed in your classified telephone directory or mail coupon for literature.



The welded steel T-section on all four sides of the 1 $\frac{1}{2}$ " Ponderosa Pine door panels gives the PELLA SLIDING GLASS DOOR its rugged strength and slim lines.

.... THIS COUPON ANSWERED WITHIN 24 HOURS ....

**ROLSCREEN COMPANY, Dept. LB-46, Pella, Iowa**

Please send me literature on PELLA WOOD SLIDING GLASS DOORS and the name of my nearest PELLA distributor.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY & ZONE \_\_\_\_\_ STATE \_\_\_\_\_

MAKERS OF FAMOUS PELLA WOOD WINDOWS, PELLA ROLSCREENS,  
PELLA WOOD FOLDING DOORS AND PARTITIONS

When she



can see herself in your kitchen  
she can see herself in your home!



## Frigidaire Dishwashers

*with Swirling Water Washing Action,  
help sell housewives, save installation costs*

Frigidaire Built-In Dishwashers do help sell the kitchen that helps sell her the home . . . they're designed with a woman's special wants in mind. For example, you can point out such features as: Easy front-loading Roll-To-You Racks; Swirling Water Washing Action; single-dial simplicity of use, Sheer Look styling; and feminized Kitchen Rainbow Colors. Mrs. Prospect will readily welcome a "Holiday from Apron Strings" to rid her

of hand-dishwashing, get her out of the kitchen quicker, give her more time for other duties, other pleasures. She'll find it easier to picture herself in your home!

Take advantage of Frigidaire quality features and workmanship to sell the overall quality throughout your home. Get the facts on Frigidaire Dishwashers from your Frigidaire Representative or write Frigidaire Division, General Motors Corporation, Dayton 1, Ohio.

Give her  a "Holiday from Apron Strings"! Build with Frigidaire Appliances!



*Swirling Water  
Washing Action  
forces hot water  
over every dish  
surface from  
between the racks.*



*Front-Loading  
Roll-To-You Racks  
hold a day's  
dishes, pots and  
pans for an  
average family  
of four.*



*Installs from the  
Front—FAST!  
Access panel snaps  
off. Plumbing on  
the left, wiring on  
the right. Flexible  
drain connector  
speeds hook-up.*



**FRIGIDAIRE**  
PRODUCT OF GENERAL MOTORS

*Advanced Appliances designed with you in mind*

# BUILDING WITH BRAINS



**ALTERNATE GABLE RAKE**, or "eagle beak," shown above being lifted into position for spiking into first truss beyond the gable. This design is used on more expensive homes than is the straight overhang shown below.



**DESIGN AND CONSTRUCTION** of "eagle beak" are the same as the standard gable end except for projecting 2x6's.

## Two new gable rake designs save 3 man hours of site time

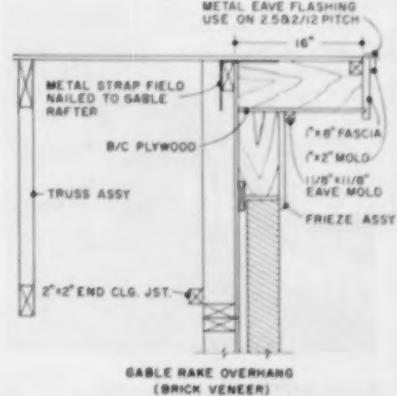
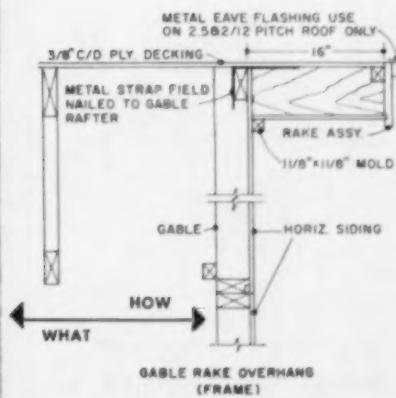


**BASIC GABLE RAKE** design. Four rakes like these can be installed by four men in 30 minutes. Steel straps fasten the as-

In an effort to minimize expensive on-site labor, Kingsberry Homes, of Fort Payne, Alabama, has developed these two gable rake designs for their latest prefabricated homes.

Both of the assemblies are designed to be quickly attached at the time the house is being erected. The basic 16-in. design is shown below. The more expensive variation, or "eagle beak"

design, (so called because of its taper out from the bottom overhang toward the ridge) is essentially the same as the straight rake design—except for this variation: instead of the steel strapping used in the fastening of the straight rake, the "eagle beak's" 20 2x6 members are run beyond the gable and nailed into the first truss.



sembly quickly and securely to the erected gable. The assembly is sent to the job in the roof pitch required. Rake

eave is long enough to permit cutting on job at 45° angle for matching return on level fascia, or for butt joining.

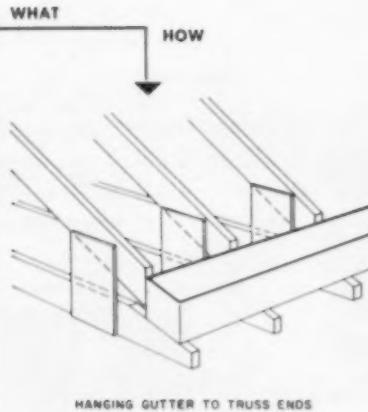
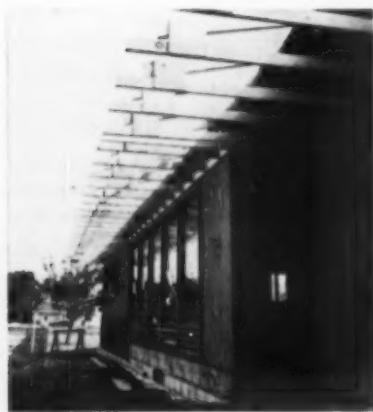


**DRAIN OPENING** is placed at lower end of roof. Although no downspout has been attached, conventional type can be used. Variation of this is a concealed downspout, led back through roof overhang and down to the drain via interior wall of the home.



**RECTANGULAR WOODEN GUTTER** is shown in place at the eave. Note how gutter is pitched to drain by following photo from lower right-hand section to upper left. Saraloy 400 flashing is extended into gutter, contoured with heat lamp or hot air gun. It lines gutter and seals joint between gutter and roof.

## The latest thing in built-ins: a plastic-lined



**ROOF JOIST** ends are prepared to receive wooden gutter. Notched area takes gutter which is then lined with plastic sheet. The builder fitted the liner at the job site, using sharp knife.

**TRUSSES ARE NOTCHED** during fabrication to take gutter. It was pitched to drain from right to left by increasing amount of wood sliced off soffit supports. Fascia is nailed in usual manner.

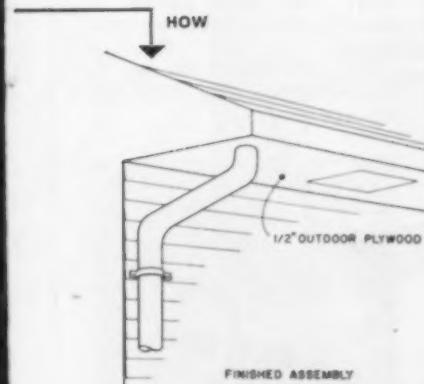


**COMPLETED GUTTER** installed ready for redwood fascia board to be nailed in place (it will be nailed in usual manner), with fascia in place, gutter is hidden, roof appearance is improved.



**LONG VIEW** of the gutter showing slope and plastic liner. Liner is joined to overlapping surfaces using a solvent—methyl, ethyl ketone. Redwood fascia is in place, serves to hide gutter.

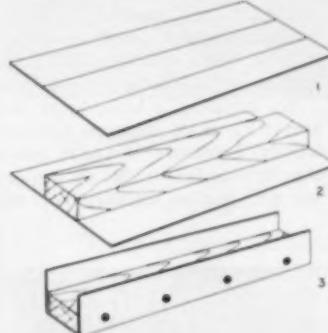
## gutter



**WITH GUTTER IN PLACE**, flashing operation can begin. Sheet runs under shingles, up roof slope. It extends down into gutter, onto top edge of fascia board. Overlaps are fused by solvent.



### Film under partition plates prevents seepage when grinding terrazzo



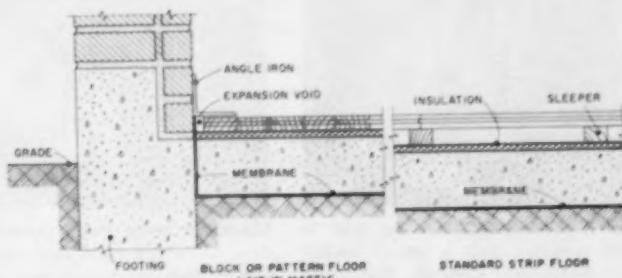
**B**uilders of Palmetto Country Club Estates in Florida solved a seepage problem by using Durethane film under partition plates. Since water is used in grinding terrazzo, the film application was particularly important.

Pattern is placed on floor, outlined with chalk to show where plates will go. Film, in 8" wide strips, is placed on floor over pattern and plates are secured. Film is wrapped around plates, providing protection while grinding floors.

### Stops moisture in below grade floors

**M**oisture migration to hardwood floors laid on or below grade is stopped if you follow this method. Water-and vapor-proof membrane is installed directly over hard-tamped grade or

fill material. Joints, laps and pipe entries are sealed with non-setting asphalt adhesive. Membrane extends 6" above finish floor level. Resilient, impermeable insulation stops floor condensation.





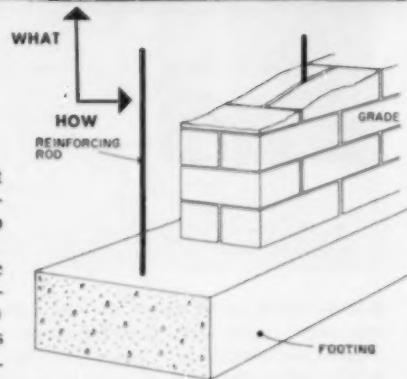
### **Brick retaining wall and patio help Washington D. C. builders Carr and Cary boost home sales**

Washington, D.C. builders Eddie Carr and Tom Cary spent \$3,400 on a brick patio and retaining wall as a dress-up item for their model home. They felt the resulting patio impressed prospects, gave them ideas for dressing up homes they might eventually buy.

The decorative wall is built of used brick and Italian marble. The builders

chose a rather formal design to impart an impression of quality to their home-buyers. The cross-patterned brick patio carries out the formal theme.

By building a solid brick wall, the construction of concrete forms (a relatively expensive one-shot procedure) was avoided. An added advantage is the fact that no finishing was required.



**SHALLOW FOUNDATION** for wall is dug with trencher. Soil is placed up-hill for later backfilling. Concrete footing is poured, reinforcing set between courses.

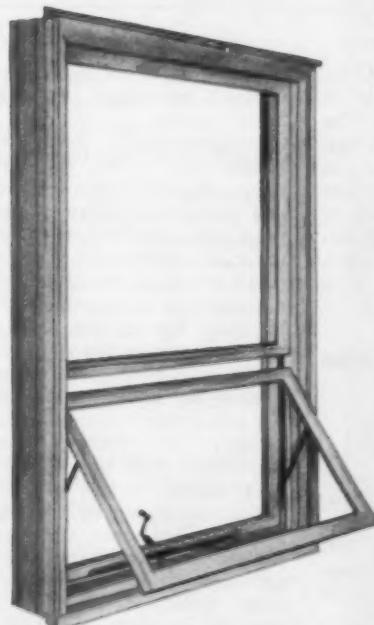


**MASONS** layup brick rapid-fire fashion. Cost for entire patio and retaining wall: \$3400. This investment paid off in prestige-look for subdivision.

### **Texas homebuilders cut sheathing time**

Fox & Jacobs Construction Co., Dallas, Tex. have done away with hand nailing of sheathing in favor of a new lightweight ( $5\frac{1}{2}$ -lb.) Duo-Fast staple gun. On 3,000 sq. ft. house sheathing time of  $4\frac{1}{2}$  hrs. was cut to 45 min.





**R**OLLING OFF THE ASSEMBLY LINE right now is the all new Rimco "Vuevent" Wood Window Unit. Make sure you reserve openings for it.

This addition to the Rimco line of quality window units is just what the name implies . . . view sash joined with a ventilating sash . . . all in a single jamb unit with new narrow meeting rails. This allows you to use more glass at substantially less than the basic component cost of separate stacking units. There's installation savings, too, because there's just one unit to set and trim out.

The ventilating lower sash is available in a choice of three under-screen operators: Standard push-bar, Deluxe Lever-Lock or Custom rotary gear. Anodized aluminum weatherstripping gives complete year 'round protection. Decorator gold-tone aluminum screen frame features non-glare wire. There are eight unit sizes from which to choose — all available with either insulating glass or regular glazing with Insulating Panel.

And like all Rimco Wood Window Units, the "Vuevent" is protected with deep-penetrating Woodlife preservative applied by the Dri-Vac controlled process.

Delivery is now being made so check with your Lumber Dealer or for more information write Department "A".

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# Suburban apartments: more people are renting, more homebuilders building them

A big jump in apartment living—and a consequent surge in apartment construction—has been predicted for the 1960's. One reason cited by George Cline Smith, an F. W. Dodge Corp. vice president, is that population in the '60's will grow fastest among the youngest and oldest couples. These, he feels, are least likely to want, or be able to afford, houses.

Garden-type or suburban apartments seem to be growing at top speed. An example at right: Park Towne Apartments in St. Louis. Builders are Rosenblum Construction Co., who have done considerable subdivision work in the area. Buildings are two-story with plenty of windows, suspended stairways, air conditioning. Rents will start at \$95.



GARDEN APARTMENTS, "Park Towne," going up 10 min. from St. Louis.



TWO-STORY UNITS of brick, and "Glasweld," have ample fenestration.

## Summer homes building at 50,-100,000 a year

Here are some figures on the growing trend toward "second-home ownership."

Nathaniel H. (Nat) Rogg, NAHB director of economics, estimates that the present rate of vacation home construction is between 50,000 to 100,000 dwellings a year—and growing.

President John A. Clem, of the NAREB predicts that if the national economy continues on its present course, we may hit a construction level of 200,000 vacation homes a year by 1970.

Old-type "primitive" vacation bungalows have given way to year-round structures. The latter can be used for weekends and winter vacations and, more important, are easier for the buyer to finance.

## Texas school goes up at cost of \$6.55 a sq. ft.

Corpus Christi, Tex., got a two-classroom school for \$11,800, or \$6.55 a sq. ft. The Gregory-Portland elementary school board de-

cided on an aluminum building, 60x28' that will accommodate 64 pupils with normal spacing. The building is portable and currently rests on concrete piers. It can later be moved to another location by ordinary moving equipment or it can be made permanent by setting it on a permanent foundation. Interiors are finished with wall panels and fiber glass ceilings.

## Competition from mobile homes will continue to grow

Trailers, or mobile homes, as they're now supposed to be called, are getting larger, traveling less, and growing in number. Unlike most other dwellings, they're sold completely furnished. Prices range from \$3,000 to \$9,000 but can go up to \$12,000.

The price tag is one of the main reasons for their growing popularity: mobile homes give fairly attractive, low-cost housing, that can, if necessary, be moved with minimum expense.

Another reason is also keyed to cost: mobile homes give retired couples an easier answer to mak-

ing ends meet on small fixed incomes like pensions and social security benefits.

Although trailer parks still lag behind the trailers in improvements, there has been a lot of talk and some work done to upgrade these sites and integrate them with the local community.

All of which should cause some homebuilders to consider whether to "beat 'em or join 'em." More low-cost housing has already been urged by NAHB president Martin Bartling as both a national necessity and a way to insure an increase in starts. Such housing would be competitive with mobile homes, in many cases.

Guerdon Industries, by the way, a big mobile-home manufacturer, is considering entering the stationary home business with a "pre-built" house. It would be preassembled at the factory in halves. Then, on the site, the halves would be joined to form a 20x48' house.

## Motels growing, both in size and number

New motel construction starts in the U.S. totaled 150 during the

first six months of 1960. Figures come from American Motel Magazine of Chicago.

Plans for 49 new motels were announced during June, the bulletin noted. This brings the total of announced plans to about 250 since the first of the year. Average motel is larger now, with 139.1 units planned against 110.2 in early 1960 models.

### California population up 46.8% since 1950

The good growth signs are still sprouting up all over California. Several weeks ago the Census Bureau's preliminary figures showed the state to have one of the largest population gains in the country—an increase of 46.8% over the 1950 figures. Or, to put it another way, the new population total is 15,537,413 people.

Other new figures: during 1959 some 90,300 new dwelling units were built in the Los Angeles-Long Beach metropolitan area. It now ranks second in population only to the New York-Northeastern New Jersey metropolitan area.

Savings and loan associations have grown tremendously. Los Angeles County leads here with \$5 billion in assets in 89 associations.

### NRDLA exposition to feature show on materials handling

One of the big shows at the annual NRDLA Exposition in San Francisco will be a demonstration of materials handling. The exposition, scheduled for November 13 to 16, promises a look at equipment and new methods for the economical handling of small numbers of components. Demonstrations will span all four days of the convention.

### FHA authorizes public purchasing of federally insured mortgages

FHA Commissioner Julian H. Zimmerman has authorized the general public to purchase FHA insured mortgages on one- to four-family dwellings. The action was taken under provisions of Section 203(b) of the National Housing Act.

"By this action," explained Zimmerman, "we are broadening the sources of funds which can be invested in FHA-insured home mortgages. As a result, we believe additional savings may be chan-

neled into FHA-insured mortgages, and that home ownership thus will be made possible for additional thousands of families."

The private purchaser will be known as the "investing Mortgagor." He will, on purchase of the mortgage, receive an Assignment of Note and Mortgage as proof of ownership. But the "Sponsoring Mortgagor"—the FHA approved mortgagor from whom the individual makes his purchase—will retain possession of security documents and will remain fully responsible to the FHA for all mortgage obligations under the insurance contract.

### Next year's brides are one salesman's answer

Tight money and stiff financing problems are as plentiful in the North as in the West. But one real estate salesman has found an answer that your sales organization might want to use.

"Next year's brides are the answer," explains Michael Coffey in a Cleveland Press article. He was selling homes priced from \$13,990 to \$14,950 and found that some of his most interested prospects were young couples, not yet married, who did not have the \$500 down payment. Coffey's solution was to have these couples put \$100 down, then add to it—maybe \$75 a

month. "By the time they are ready for their home," he explains, "they will have more than a minimum down payment and will be able to move in."

### Appliance manufacturer drops one-a-year models

An innovator in the automotive field, George Romney, president of American Motors Corp., is working hard to make a big change in the appliance business. His Kelvinator appliance division announced in January that it would abandon annual model changes of all units.

Commenting on the policy recently, B. A. Chapman, Kelvinator's general manager, explained that changes in their appliances may be accumulated on any common-sense schedule. "Major improvements," continued Chapman, "may be incorporated at any time. It is our plan to step up the frequency of significant developments . . . but not under pressure of time . . . or calendar dictates."

### YOU MIGHT BE INTERESTED

. . . in a book on how to design motels and restaurants. It's "Motels, Hotels, Restaurants and Bars." Cost: \$9.75 from F. W. Dodge Corp., New York City. Photos, floor plans, structural diagrams included in its 328 pages.



**YOU HAVEN'T HEARD THE LAST WORD** about conventions. There's still another big one coming up: yours, in Chicago, January 29 to February 2. The site: the brand new McCormick Place Exposition Center (on the lakefront), which will be finished by November.

**SELECTED WESTERN HOUSE**



## Low-cost storybook

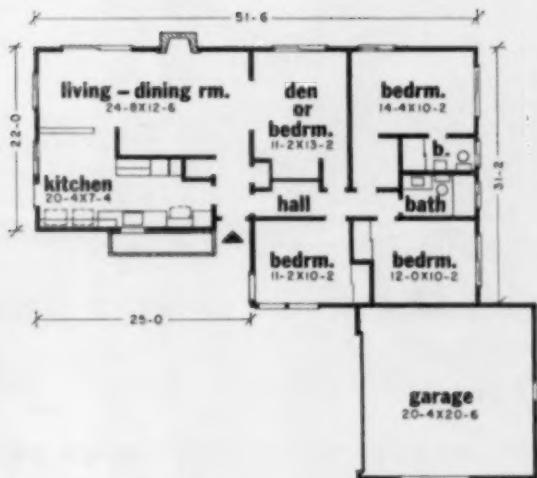
The most popular model in Rollingwood Estates at La Mirada, California, is this storybook home, the "Cornwall." According to the builders, one of the reasons is its "convertible" den. With three bedrooms included, this gives it four.

Built by Walter R. Sant &



**FIREPLACE** achieves an elegant look with massive tiles and a mesh draw screen (above). Ash paneling lends distinction. "Cornwall" (at right) is shown in proximity to other model home in this development.





**PLAN** shows three bedrooms, two baths. Den shown can convert to an extra bedroom for growing family. Entry leads directly to two bedrooms and living-dining area.

**ESCALLOPED FASCIA** and red cedar shake roof gives a storybook effect to the house. The "Cornwall" has diamond muntins on windows to further the effect.

## is a popular model

Sons (under the auspices of McCarthy Co. Realtors) the "Cornwall" sells without land for under \$14,500.

The house contains many custom touches. Separate dining area and breakfast nook, room-length walk-in wardrobes and hardwood flooring are among

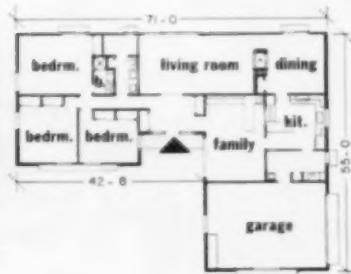
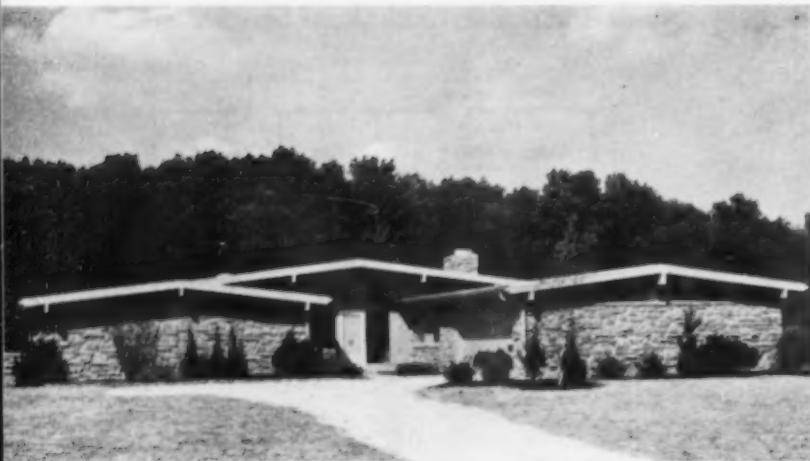
the special features.

Landscaping included in the price, is done by an expert. Buyer chooses planting layout.

The "Cornwall" is just one of ten different models in this 160-unit development. The models provide between 1,200 and 1,400 sq. ft. of interior living space.

**Brand names in this house**—Emerson-Pryne Co. overhead bathroom heater; Pioneer Mfg. Co. forced-air gas heating, exhaust fans; Congoleum-Nairn, Inc. vinyl bathroom floors; Gold Seal linoleum in kitchen, family room; Formica sink tops; Waste King Corp. garbage disposer; Ajax Hardware Corp. kitchen cabinet hardware; Devoe and Reynolds Co., Inc. finishes; O'Keefe & Merritt gas range & oven; Stanley aluminum sliding windows.





### House uses same basic design as older floor plan

Three years ago builder-designer Avriel, Indianapolis, built her "Chalet" model. It was designed for people "just not right for contemporary." Recently, using the same basic design with minor variations, she built a highly successful \$33,000 contemporary, the "De Lido"

(above plan is of "Chalet").

Among the changes were a slightly modified floor plan, exterior sandstone finish and vertical redwood siding (instead of Chalet's used-brick), plus a clean-line fascia board (in place of the original gingerbread). She also re-planned the garage en-

trance and driveway.

Inside, the exterior finish is duplicated by a massive sandstone, two-sided fireplace. Also the entry foyer is floored with green quarry slate, and walls are finished in Philippine mahogany. Elsewhere, floors are parquet block or hardwood strip.



### Low-cost Florida house is packed with value

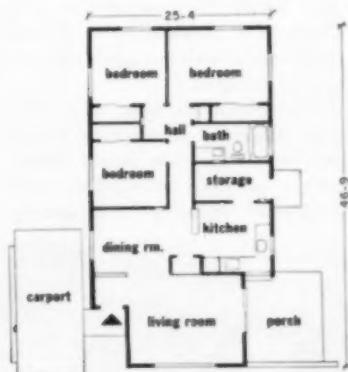
A good working floor plan is the basis of this under-\$15,000 home. Built by the Janis Company of Hollywood, Fla., the "Lassie" follows a layout that packs in lots of living space. Three good size bedrooms are convenient to the single bath. A storage room opens off the kitch-

en and can double as a laundry.

"Lassie" also has a separate dining area, screened from the front door by a vertical-louvered divider.

Roof lines are clean looking and contribute to the basically solid design.

"Lassie" has engineered truss



construction which extends to a spacious car port. This gives it a contemporary appearance.

The kitchen is set up for use with natural gas. Included in the price are an asphalt driveway, spot-sodding (on sidewalks to rear of house) and wide concrete sidewalks.

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# WESTERN

Section

## Seattle rejuvenated—how it works by Bill Rodd

Seattle's First Urban Renewal project brought a \$300,000 volume of new construction, remodeling and maintenance work during the first year, with many times that figure insured for the future. In addition, it increased property values, increased the tax base and set an example for other sections of the city.

The project, Cherry Hill, comprises 51 acres with 456 structures built between 1900 and 1915. It is located just a few miles from downtown Seattle. A survey by the city showed that about half the buildings were structurally sound, but that the other half were substandard. Of these latter half, some 20% needed minor repairs, 25% needed major repairs, and 5% were in such condition that they could not be repaired.

Because of the presence of the old dilapidated buildings, the area was considered a blighted neighborhood, and residents took no interest in repairing their homes. In fact, it was impossible to secure funds for any remodeling purposes from any leading agency. Things were steadily going from bad to worse; real estate taxes averaged less than \$50 per year; fire and police calls were increasing.

This trend was reversed through the action of a small group of public-spirited citizens (business and professional men), who comprise the Seattle Urban Renewal Enterprise (SURE). All members serve without remuneration. Through voluntary contributions from citizens and organizations, they managed to hire a full-time executive director, Ray Baker. Baker, with the help of volunteer workers, co-ordinated the

group's various activities and started the ball rolling.

After the city declared the area an Urban Renewal Project and made known its intent to enforce the minimum housing standards, it then became necessary to explain this action to its residents. They were told that it meant that the whole neighborhood would ultimately be renewed and become a decent place in which to live; that the role of each owner was to get busy and fix up his own house. Baker held, and is still holding, neighborhood meetings to explain to owners what they must do and why it makes sense to do it.

Baker was able to line up lending institutions to make Title I loans, matching owner's equities up to \$3,500. Also, FHA Title 220 loans will soon be available for the project. Under this setup loans up to 97% of valuation after remodeling can be made. Among projects generated in the area during 1959 were a new church, costing \$150,000, a six-unit apartment building valued at \$40,000, and dozens of major and minor remodeling jobs including a lot of painting. An interesting sidelight on property values in the project lies in the experience of a man who tried to sell two lots (60x100') a few years ago to settle a debt, but found no takers. Recently, he was able to sell the lots for \$5,000.

### Headquarters are a showcase

Baker's headquarters are in an old building which was purchased and completely remodeled for SURE by a businessman. "Before" and "after" photos of this house and a complete breakdown of the

cost of remodeling it are posted on the walls of the office. They go a long way toward explaining to owners just what can be done and what costs are likely to be. A list of reputable repair and remodeling contractors is also available for the asking. The Seattle HBA is, of course, much interested in the whole project and is working with Baker to keep the suede-shoe boys out of the picture.

SURE's "HELP" (Home Emergency Labor Program) was developed by the AFL-CIO to aid those who are old, ill and/or penniless and cannot pay for remodeling. The unions will provide both labor and material in such cases.

A second Urban Renewal Project to be known as Yesler-Atlantic, is already under way. It is immediately adjacent to Cherry Hill and includes 330 acres. Federal funds will be used in this project. It's estimated that the Federal and local school district investment in the area will amount to \$4.5 million and will generate at least \$10 million in private new construction and remodeling. Baker will be working on Yesler-Atlantic as well as continue at Cherry Hill. Builders' organizations would do well to take the lead in sponsoring such programs.

#### WESTERN EDITOR

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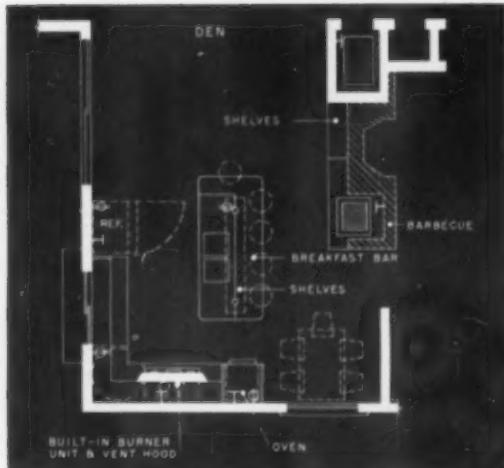
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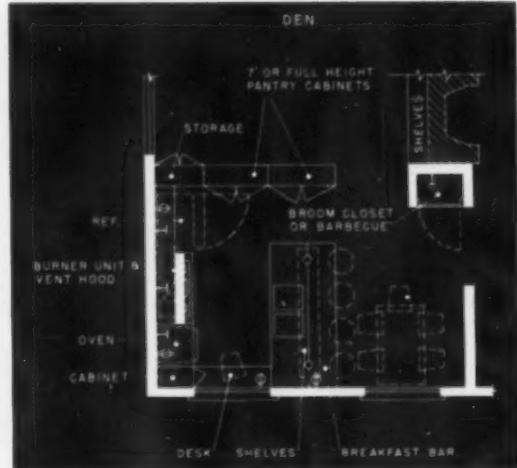
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**SUGGESTION ONE** of a series of four kitchen floor plans worked out for variations of Butler-Harbour's House Plan No. 1. Uses island center for clean-up and eating, puts barbecue on back of living room fireplace.



**SUGGESTION TWO** turns kitchen cabinets along back of kitchen to provide a room divider from den. Breakfast bar has 42-in. height to block view from living room into cleaning and food-preparation areas.

## Two builders cash in on

### CASE HISTORY NO. 1: A different kitchen layout for each floor plan, suggested by the gas utility

Builders Merrill Butler, Jr., and L. B. Harbour do large-scale developments in Southern California's Orange and Riverside Counties. In 1958 they went to Southern Counties Gas Companies for

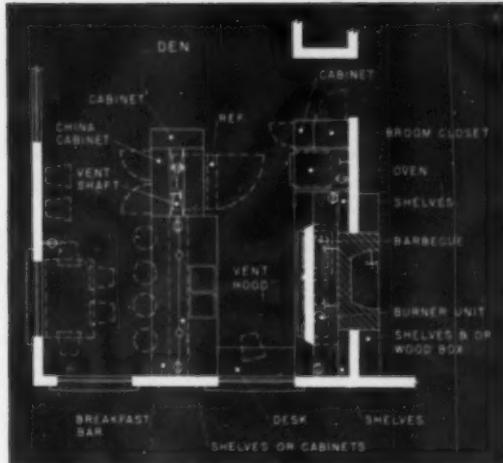
some assistance in kitchen planning. The gas utility, in conjunction with Southern California Gas, maintains a joint Kitchen Planning Bureau. Purpose of the bureau is to service builders—both tract and custom—and homeowners with practical kitchen-planning help.

Butler and Harbour got a few small kitchen problems ironed out for them immediately. But the biggest assist from the utility came when the bureau staff offered to work out suggested kitchen layouts for them. The final result was a series of suggested kitchen designs with several possible variations of plan for each of the building firm's basic floor plans. Four of these "design ideas and plans," all done for House Plain No. 1, are shown above. Among the alternatives were suggestions to open up the kitchen-den-patio area to make full use of the patio as second eating area. Other plans showed how to close off the kitchen as much as possible, using cabinets, breakfast bar, etc.

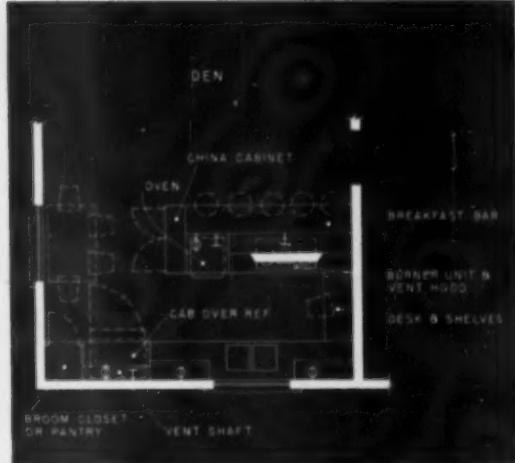
Discussions and work sessions between Butler-Harbour and the utility planning staff helped generate a lot of new kitchen ideas. The builders have already put them to work in their newest houses.



PLANNING the kitchens are builder Harbour (center), Roger Crossman and Dan Deutsche of gas company.



**SUGGESTION THREE** divides kitchen into working and eating areas. The breakfast bar is again 42 in. high and has a serving ledge for food passed through from the "work side." Barbecue is backed on fireplace.



**SUGGESTION FOUR** has eating areas adjacent to the den for handy use, but breakfast bar is turned along the back to form a room divider. Southern Counties Gas and Southern California Gas did the plans.

## utility help in planning

### CASE HISTORY NO. 2: Market research by gas company helped builder decide where to develop next

**H**arry Kissel has had a notable record of business success in Southern California. In November 1957 he opened his first Rolling Hills Riviera subdivision of 167 homes on the slopes of Palos Verdes. This tract sold out in seven months, despite the '57 recession. A second tract of 81 homes went even more rapidly.

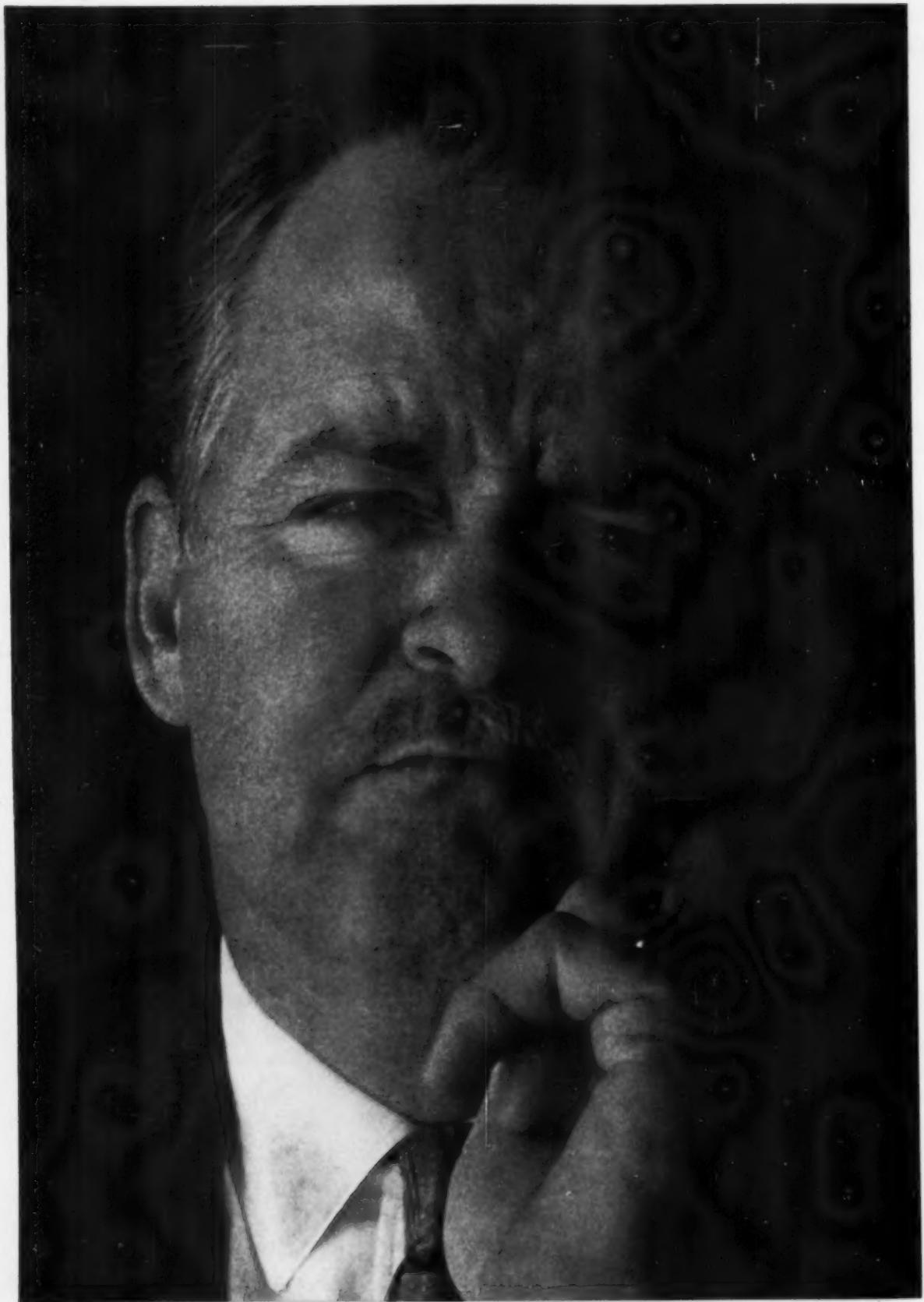
When the time came to buy land for a third subdivision, Kissel decided he'd better check the local surveys. His question: did the location of his earlier successes still have growth potential—or should he try a new location? Southern Counties Gas, which services Kissel's San Pedro area, turned to its market research staff. From their continuing studies of area growth and some special checking, the gas company came up with the answer Kissel was hoping for: the territory adjacent to the builder's earlier units was still "hot"—it showed continuing, in fact enormous, growth potential.

In 1959 Kissel built and sold out 113 homes of his third subdivision. He's now at work on a fourth, and is checking research on the best location for his fifth project. Altogether, Kissel plans to realize the full potential of 700 home units in his first four

subdivisions. His quality construction, good pricing, a wide-awake promotion program and careful approach to land purchase and land planning have paid off in continued success.



**LOOKING AHEAD** at plans for new subdivision are builder Harry Kissel (left) and gas company's John Wynn.



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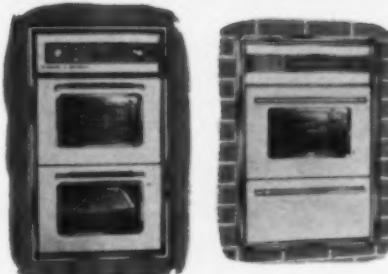
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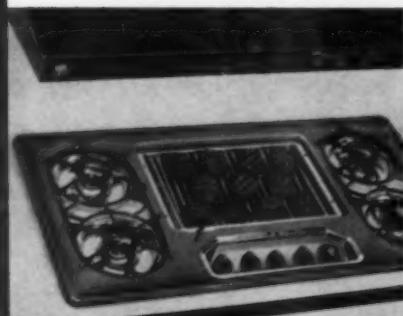
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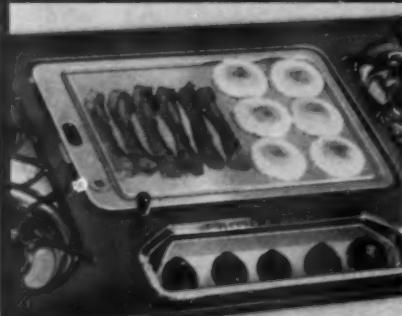
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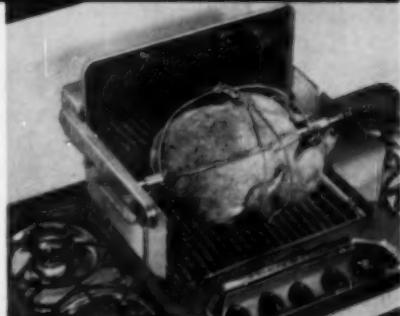
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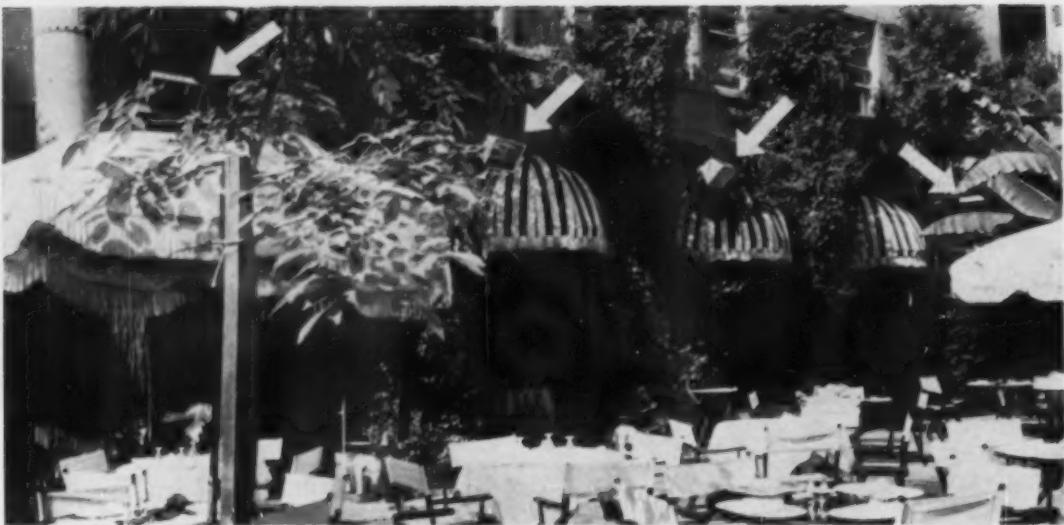
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 RANCHERO       BUILT-IN OVENS

Name \_\_\_\_\_ Title \_\_\_\_\_

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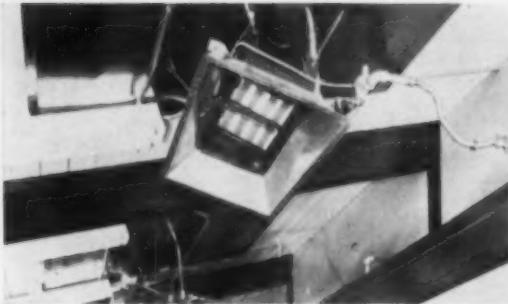
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



OUTDOOR EATING comfort is assured for Santa Inez Inn, Pacific Palisades, Calif. Reason: the Schwank infra-

red heaters placed around perimeter of dining area. Arrows pick them out from the shrubbery.

## Unit heaters assure outdoor-dining comfort



CLOSEUP of overhead Schwank heater, this time at a restaurant in La Puente, Calif. Units are suspended by four chains with a flexible gas connector. A single switch controls their operation. Over-all view, below.



PLACEMENT inside the restaurant. Units are over the service windows and the eating area. Dining "patio" is half closed, has steel-framed glass panels on wheels at each end to close against wind or cold.

**S**ummertime comfort for outdoor areas" is the way the manufacturer describes his Infra-red gas heaters. A lot of restaurant, swimming pool, shopping center, and patio builders in the West seem to agree.

The product is a Perfection Schwank (Infra-Red) gas heater manufactured by Perfection Industries Div. of Cleveland, Ohio. It has a small ceramic catalyst,  $\frac{3}{8}$ " thick, perforated by 200 tiny holes per sq. in. In the heating process, gas flows into the ceramic catalyst and is forced through the tiny holes where it burns without any visible signs of flame. The ceramic is a near-perfect insulator, and the maker claims it to be the most powerful generator of infra-red heat ever developed. It can be fired by natural, LP, mixed, or manufactured gas.

For semi-protected areas, (which are most likely to present a heating problem to builders) Schwank has three models. The Patio is a long, narrow unit which gives 12,000 btu per hour; the Shallow Parabolic has a range of 24,000, 36,000 and 48,000 btu per hour; and the Deep Parabolic gives 48,000 btu per hour. (The Parabolic models are used in the illustrations here.) For shopping centers and drive-in banks, there's the Marque unit with an input of 48,000 btus.

Photos on this page show the product and some installation possibilities. At top, the heaters are placed overlooking an outdoor dining area. Side photos show installation in a covered but non-heated restaurant area. For more information, **Circle No. S96-W on page 185.**

REMEMBER CERAMIC

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for peepul who like to know what other peepul are peering-about about.

happy the howse that's lined in style...with HERMOSA GLAZED CERAMIC TILE! from entry to exit...from playroom to hall...it's the prettiest, quickest to clean of them all. it's the tile\*thinkers' tile (if you know what I mean). the experts own choice...made by GLADDING, McBEAN!

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for more good news for those of youse who are tile\*thinkers\*at\*heart.



**GOOD-LOOKING** and a good buy. This shake-roofed model, "La Chateau," from West Covina, California

## Looks like \$50,000... sells for \$26,800

Here's a good-looking, low-slung California model called "La Chateau." It's part of builder Leo J. Shanahan's Northridge Country Homes development near West Covina, Calif. Exterior (and interior) views of the house show a luxury custom look, but Shanahan sells it for \$26,800.

The basic plan (below) calls for three bedrooms, two and a half baths, and a family room.

The master bath (also below) is a good illustration of the lux-

ury touches Shanahan uses. It's compartmentalized, features a sunken Roman tub and wall-to-wall carpeting. Other touches: Palos Verdes stone used on exterior and indoors for entryway; the "private suite" arrangement of master bedroom and bath; custom fireplaces with stone or marble facing, built-in television wiring; cedar shake roofing; intercom and radio system; and wall-to-wall carpeting in living room.

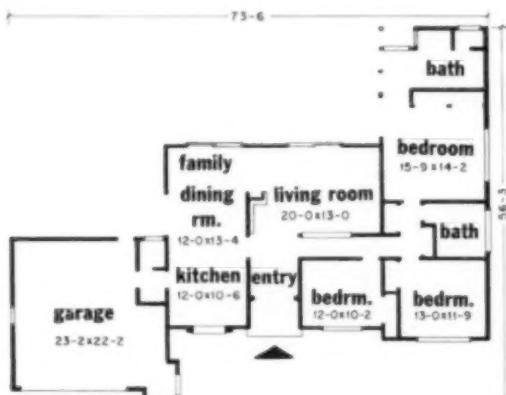
Lots in Northridge are 70 ft.

or more wide and the whole development is finished with sidewalks, sewers, and street lights. Shanahan offers conventional financing. (Price of La Chateau is about \$3,500 down and \$165 a month.)

Floor plan and design of the house give plenty of open area (living room opens onto family room, which adjoins kitchen), but keep the sleeping area almost completely isolated. Only exception, bedroom No. 2, which borders the hall and living room.

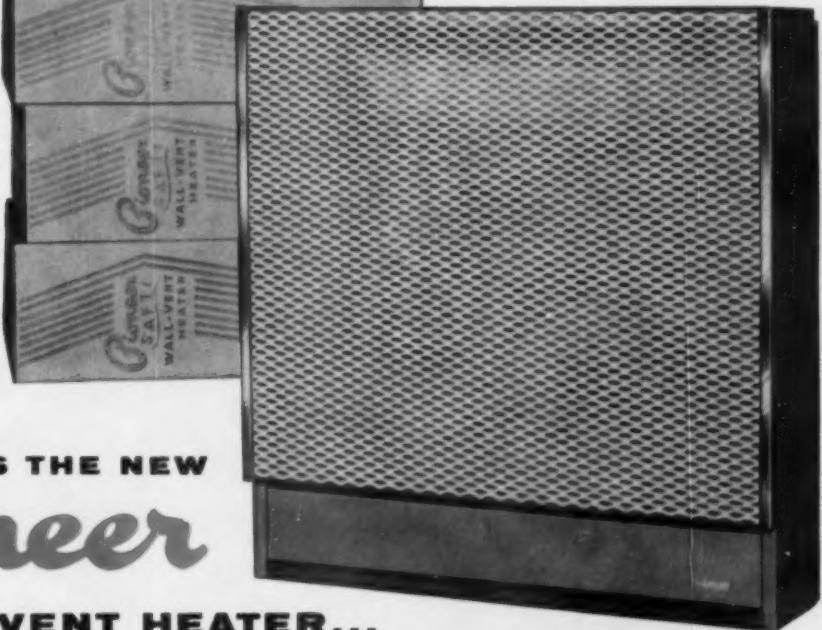


**SUNKEN BATH** sets luxury tone for bathroom. Mirror covers full end wall, gives a twice-the-size illusion. Carpeting, compartmentalizing augment luxury look.



**AREA PLANNING** helps divide the sleeping area (three bedrooms and two baths) from the wide-open living area (living room, family, and den).

**STOCK UP NOW**  
**...with the Hottest Selling Item**  
**of the Heating Season!**

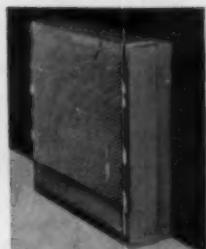


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The Pioneer Safti Wall-Vent heater is a completely new idea in home heating. Install it in any outside wall, unused doorway or window... wherever it can be vented freely. It installs easily, quickly and very economically either flush to or recessed in the wall. No complicated piping. Vent adjustable from 4" to 24" wall thickness. Available in sizes from 22,000 to 33,000 BTU input. Blower unit available as optional equipment.



**So easy to install!**... The vent pipe extends through simple hole in the wall to allow a slim, trim flush mounting of installed heater.



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**ATTRACTIVE COLOR  
NEEDS NO PAINT  
INEXPENSIVE  
SEALED SURFACE  
EASY TO APPLY**

- Thrif-Tone is another of Forest Fiber's famous "When It's Up, It's Done" products. Thrif-Tone is a durable, easy to apply hardboard material designed specifically for interior walls.
- The surface of Forest Thrif-Tone is tempered and pre-finished a light smoke-gray color. The color is baked *in*—not baked *on*.
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**...and their profits look as good as the job**

Use Thrif-Tone for feature walls, or for whole rooms. It is available in two popular panel designs: Random plank, 4' x 8' x 1/4" and Tee-N-Gee (Tongue and Groove), 16" x 8' x 1/4". If another color is desired, one coat covers with true depth of color. For more information on the profit possibilities of Thrif-Tone write:

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**HARD BOARD**

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## WESTERN PRODUCTS



### For commercial use

Commercial water heater has newly developed glass lining. Has NSF approval for multiple hook-up installations. Features pre-fabricated copper manifold kits for hot and cold connections with dual, triple, quadruple hook-ups. Includes 70- and 100-gallon storage boosters.—Day & Night Mfg. Co.

Circle No. 587-W on reply card, p. 185



### Has interwoven strips

Strips of two-inch wide colored aluminum are woven into aluminum chain link fencing. Fence comes in two- to 12-inch heights and rolls of 100 ft. It goes up quickly, resists corrosion, requires few connections. "Colorweave" strips come in variety of baked enamel finishes.—Century Fence Co.

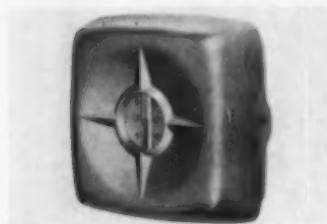
Circle No. 590-W on reply card, p. 185



### Brightens room

Fiberglass reinforced plastic soffit brightens up room. Panel is translucent, resists weather, color fading, abrasion and erosion. Available in six- and eight-ounce-per-sq. ft. weights and 16 decorator colors. Surfaces in all configurations as well as flat. Has life-time guarantee.—Filon Plastics Corp.

Circle No. 593-W on reply card, p. 185



### Used on two systems

T700 room thermostat is usable on 24-volt or millivolt systems. Accurate temperature response is achieved by a precision bimetal element. Snap-acting contacts are non-oxidizing, non-corroding. Dust and lint will not settle on surfaces. Locking dial and cover are optional.—Signet Controls.

Circle No. 588-W on reply card, p. 185



### Used to fight fires

New roofing tool was developed originally as piece of fire-fighting equipment. Now is helpful to builder in variety of roofing repair, renovation or demolition jobs. Has insulated handle, heavy steel bar and flattened blade. Can pry, rip and pierce.—Hirsch Fire Department.

Circle No. 591-W on reply card, p. 185



### Makes screen wall

Open concrete tile sets up in many different patterns for screen walls. Single units come in eight different styles. Positioning of blocks result in hundreds of unduplicated patterns. Eight concrete block units are available in coral tan. Goes with all house styles.—North Hollywood Concrete Tile Co.

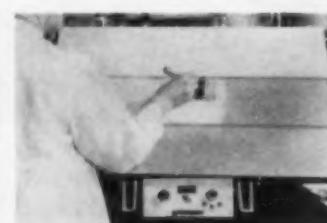
Circle No. 594-W on reply card, p. 185



### Shows complete line

Plumbing brass is completely covered in 20-page catalog. Contains photos, special features, model numbers of line. Details fittings, flexible supplies, stops, curtain rods. Information on manufacturing and research facilities is included. Gives how-to-order information.—Harcraft Brass.

Circle No. 589-W on reply card, p. 185



### Takes less paint

"Lifecoat" redwood siding requires less paint than other siding surfaces. Redwood is factory-primed, can wait full year before taking final coat. Resists blistering, water, abrasion. Surface arrests capillary seepage of water between siding laps. Needs no more backpriming.—Simpson Redwood Co.

Circle No. 592-W on reply card, p. 185



### Comes in many sizes

"Kaibab," a high-grade silica sandstone, comes in 117 sizes. Graded in 1" to 8" by 1/16" heights, stone has snapped ends to eliminate waste. Exact sizes make laying easy. Can be used for structural walls, patios, terraces, interior floors and walks.—Western States Stone Co.

Circle No. 595-W on reply card, p. 185



*In 8 out of 10 western building projects...*

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Throughout the West you find U.S.G. products and systems at work. You find U.S.G. preferred on the majority of jobs, and for very good reasons. The work moves along quickly, profitably. Materials maintain constant high quality, orders are filled on schedule. Imaginative, time-saving U.S.G. systems cut labor cost, produce better construction when the job's done. Like to hear how U.S.G. can help you meet your building problems? Write: 2322 W. Third St., Los Angeles 54, California, Dept. ABW-06.

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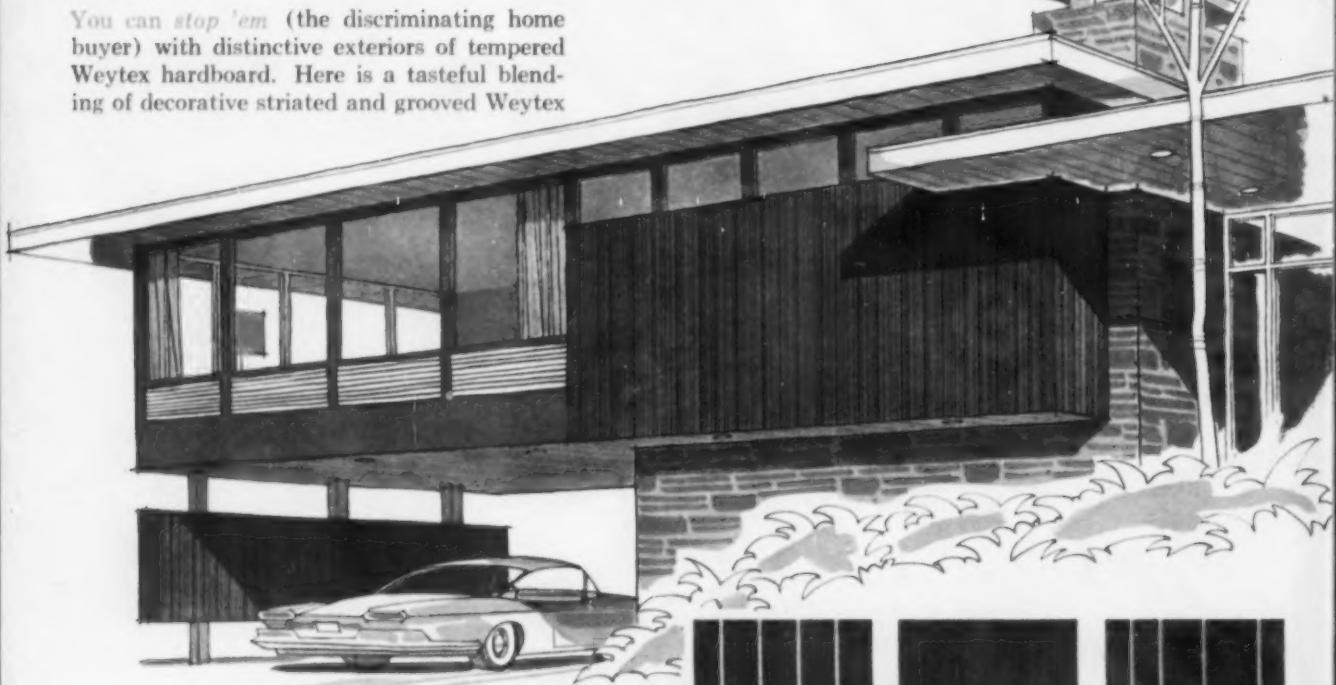
SEALCO® asphalt shingles...  
the sun-sealed shingle  
designed for western  
requirements.



Mr. Builder:  
Stop 'em . . .  
Sell 'em . . .

## Weyerhaeuser exterior hardboards will help you do the job

You can stop 'em (the discriminating home buyer) with distinctive exteriors of tempered Weytex hardboard. Here is a tasteful blending of decorative striated and grooved Weytex



panels . . . just one of the pleasing hardboard combinations you can use in your homes for siding, accent areas, soffits, gable ends, porch decking and fencing. Large panels go up fast . . . reducing labor costs and giving your buyer more house for the money.

You can sell 'em (the value and quality minded) on the all-season weatherability, durability and practicability of tempered Weytex hardboards. These panels have a built-in strength and toughness that resists splitting, marring and denting. When finished with paints or stains panels retain their fresh beauty for the lifetime of the home. And every hardboard panel is backed by the quality reputation Weyerhaeuser has earned over 55 years in the building products field.

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"U" Grooved Weytex panels feature a modified ship-lap edge which hides panel joints and maintains a continuous groove pattern. Battens or special joint treatments are not required. Panels are 4' wide and up to 16' long. Grooves are  $\frac{1}{8}$ " wide and  $1/10$ " deep, available in 4" o.c., 8" o.c. or random spacing.



"U" GROOVED  
STRIATED



STRIATED



"U" GROOVED  
SMOOTH

Tempered Weytex hardboards now available factory primed . . . ready for finishing.

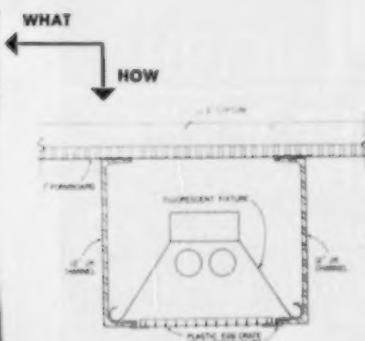
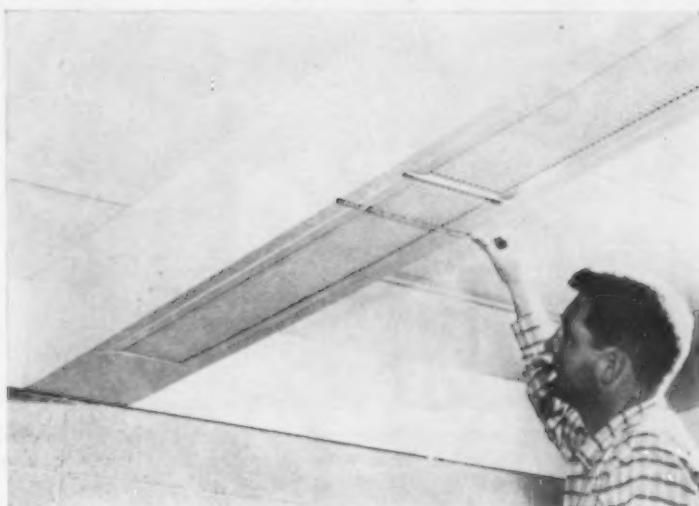


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Manufacturers of Versabord and  
Versaflake particle boards and  
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SPECIAL WESTERN SECTION



**NOVEL**—Architect Roland M. Johnson, Denver, checks one of Jones & Laughlin junior boxed beams that serve dual purpose of supporting roof and enclosing lights for school.

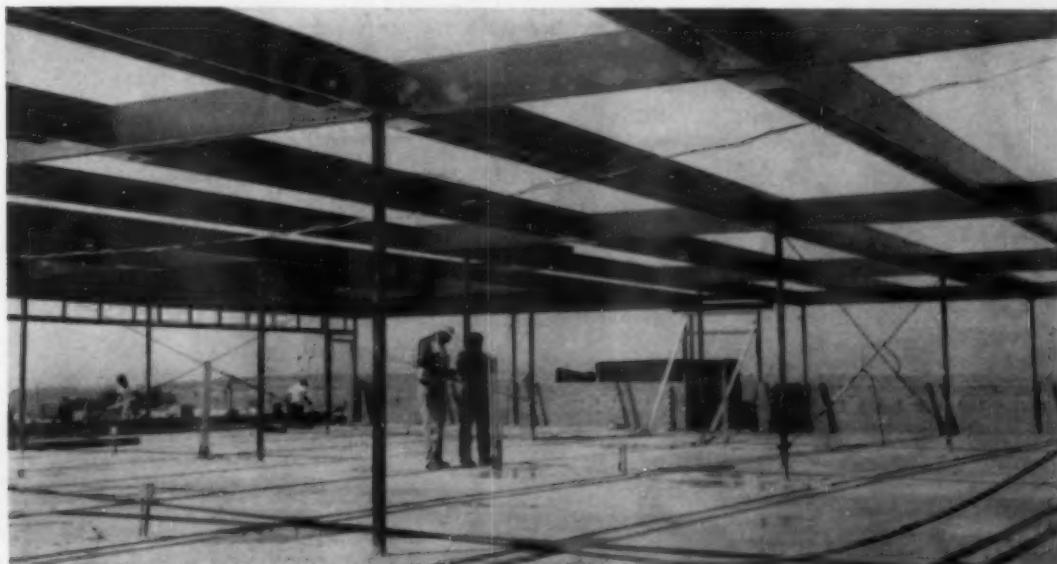
## Lights in beams put costs under \$10 psf

PLAYING an important part in cutting construction costs in a high school in Cuero, Tex., are 14-in. light structural channel beams. The beams serve a two-purpose role. They: (1) serve as structural support for 56,792 sq. ft. of roof; and (2) they serve as anchors for a continuous series

of fluorescent light fixtures. Structurally, the lightweight beams, manufactured by Jones & Laughlin, make possible construction of a building for just under \$10 psf. Imbedding the lighting fixtures between flanges of the channels makes possible savings of \$375 per room. Alto-

gether, construction costs were 18% to 25% below normal.

The beams are at work on the four-building school designed by Fehr & Granger, AIA, of Austin, Tex. Thornton Steel Co., Fort Worth, are fabricators. Architect Roland M. Johnson of Denver designed the lighting fixtures.



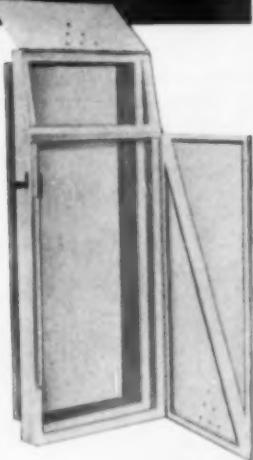
**SAVES MONEY**—Boxed junior channels play key role in design and construction of school costing \$10 psf, a

saving of 18% to 25% over conventional methods. Enclosing lighting fixtures in beams saves \$375 in each room.

**Jensen**

**20% MORE  
SPACE**

*for storing  
family wash*



**Jensen**  
**Bilt-in**  
**Clothes**  
**Hamper**

- Takes hamper off the floor—puts it in the wall or mounted on a door—out of the way.
- Saves 2 square feet of floor space, 3 square feet of tile or plaster.
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- Modern slim-line appearance.
- Rough opening size 14" x 36"
- Available in baked white enamel, special colors, or prime coat.

*Write for catalog sheet*

**A**

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165 SOUTH MISSION ROAD  
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SPECIAL WESTERN SECTION



**FIREPLACE** in Northridge living room is lighted by special gas flame. Luxury tone of Shanahan's house is carried out here with stone and marble fireplace settings, wall to wall carpeting, high sliding glass doors.

**These conveniences helped  
Leo Shanahan to sell  
his houses**

**B**uilder Shanahan finds his gas utility a good source of merchandising help. But he also finds that the actual gas equipment he installs in his houses goes a long way toward promoting sales, too.

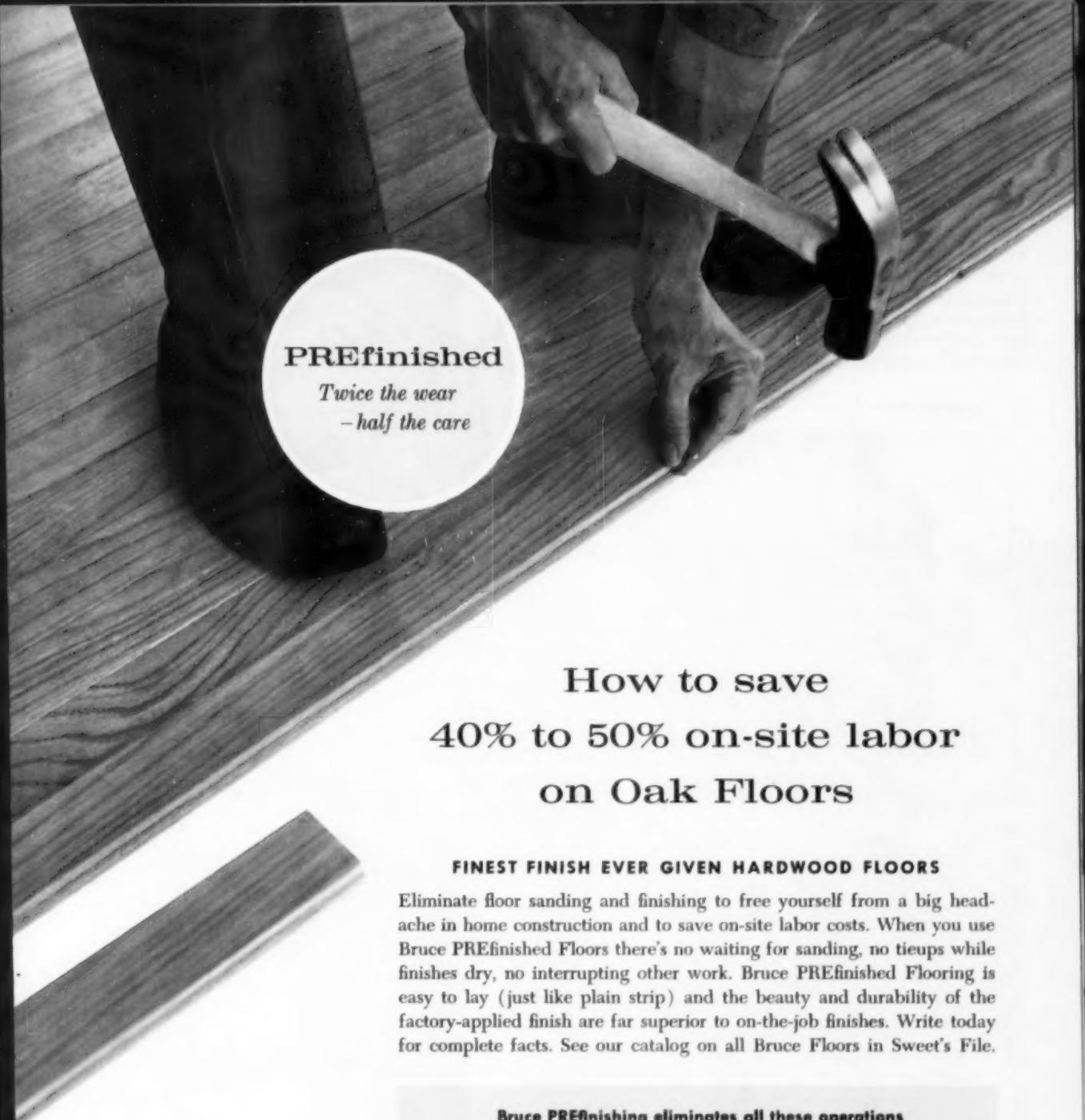
For example, the outdoor gas lamps he uses are always an attention getter. And, indoors, the gas-equipped kitchen usually

makes a good impression with potential buyers, especially with housewives.

Northridge's "La Chateau" has a particularly good-looking kitchen, with built-in gas range top, built-in gas oven, and an optional built-in refrigerator-freezer. A dishwasher, garbage disposer, intercom, and breakfast bar are also standard equipment.



**KITCHEN** is the house's showplace. Wide countertop for serving holds the built-in gas range. The oven is built into a cabinet behind it. On the facing wall is a built-in refrigerator-freezer combination.



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*Twice the wear  
— half the care*

**How to save  
40% to 50% on-site labor  
on Oak Floors**

**FINEST FINISH EVER GIVEN HARDWOOD FLOORS**

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**Bruce PREfinishing eliminates all these operations**



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*by Caradco*

## The Super Three

...one basic double-hung removable window in three price ranges



### BILT-WELL Super-hold double-hung unit

with ingenious sash holding device

*There's more  
to offer with*  
**BILT-WELL  
WOOD WORK**  
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### BILT-WELL Super-lift double-hung unit

with flat overhead balance

Designed with the builder in mind. One basic window in three models. Each has its own major selling feature. Engineered right and priced right for every home you build. All far surpass FHA minimum standards for weather tightness to provide maximum fuel savings. Easy to install. Save labor costs. Make the homes you build more readily salable.

#### Look at all these BILT-WELL features:

1. Unitized sill construction.
2. Patented BILT-WELL jamb liner of 8 mil anodized aluminum.
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5. Top quality Ponderosa pine, water-repellent treated frames.
6. Standardized for all types of construction.

*Manufactured by CARADCO, Inc. Dubuque, Iowa*

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**FREE!** Comprehensive catalog of medicine cabinets and bathroom accessories includes full specifications. Write Dept. 2, The F.H. Lawson Company, Cincinnati 4, Ohio.



The high incidence of accidental poisoning of small children is often a direct result of construction short cuts to false economy.

Now Lawson makes it easy to provide generous sized cabinets that are designed and built for safe storage of the many items used in today's most beautiful style setting bathrooms.

The Lawson line offers a complete range of size and price but more and more builders are finding that the added sales appeal of top quality high style large size medicine cabinets more than pay for themselves in added home sales.

#### Lawson Quality Features

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- + Bonderized After Forming—resists rust and paint flaking
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Illustrated: #4157 Triple Ensemble Cabinets, #780 Light Fixture, #355 and #365 Soap Tumbler and Toothbrush Holders, #318 Towel Bar and #1118 Glass Shelf. Bathroom designed by Harry Backus NSID Cincinnati.

**LAWSON** *the fashionable name in home medicine safety*

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# DuPont Polyethylene Film

**Plus: a dynamic new merchandising program to help you capitalize on the extra sales appeal of moisture-vapor protection**

Here's a new high-quality polyethylene film for permanent moisture-vapor protection in your new homes. With tough, durable Du Pont Polyethylene, you can assure your prospective home buyers years of comfortable living through protection against moisture-vapor transmission.

And now, for the first time, you can capitalize on extra sales appeal of moisture-vapor protection. Authorized Dealers handling Du Pont Polyethylene Film can now provide you with a ready-made program to capitalize on.

- the years of comfort through effective protection against moisture and dampness.
- the "extra quality" built into your homes with a nationally known, brand-name product, DuPont Polyethylene Film. (See items on right.)

When planning your next building start, make sure you include moisture-vapor protection with DuPont Polyethylene Film . . . make sure you capitalize on the "extra sales appeal" of moisture-vapor protection. If your dealer is temporarily out of stock, write E. I. duPont de Nemours & Co. (Inc.), Film Dept. Room 21, Wilmington 98, Delaware.

**Check these valuable selling aids  
... now available for your use!**



1. "WELCOME WALK IN" STRIP of heavy-duty DuPont Polyethylene Film protects floors, rugs in your sample home . . . helps promote extra quality.



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3. "HIDDEN PROTECTION" ARROW helps your salesmen point out the "extra-quality" protection behind woodwork and walls . . . in crawl spaces.



4. NEWSPAPER ADVERTISING MATS help you attract new prospects to your homes by promoting the years of comfort provided by moisture-vapor protection.



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... THROUGH CHEMISTRY



A 9-page report to builders from  
Douglas Fir Plywood Association

# 20 ways to build more house for the money with FIR PLYWOOD



- 5 ways to cut costs with Exterior fir plywood siding
- 4 ways to build better for less with fir plywood sheathing
- 6 ways to cut on-site labor with fir plywood components
- 5 ways to add sales appeal with fir plywood built-ins



20 WAYS TO BUILD

## MORE HOUSE FOR THE MONEY



## FIR PLYWOOD SIDING:



Richard Grant used Texture One-Eleven® combined siding-sheathing, saved 18 man hours on wall construction, plus materials.

Rowland Van Ness used Exterior fir plywood and batten siding to eliminate all sheathing, bracing and blocking.



### 1

Save \$100 and more per house by applying  
Exterior fir plywood directly to studding

Why install both sheathing *and* siding when you can do the job in one operation with Exterior plywood. Plywood combined siding-sheathing has ample bracing strength and meets FHA requirements.

Savings in time and materials are substantial. Builder Rowland Van Ness, San Jose, for example, reported  $\frac{3}{8}$ " Exterior plywood siding-sheathing has saved more than \$150 per house.

Another builder, Richard Grant, developer of the 1,200 home Parkside tract in San Mateo, estimated savings of \$125 per house with Texture One-Eleven® combined siding-sheathing.

For more information about Exterior plywood siding-sheathing, write Douglas Fir Plywood Association, Tacoma 2, Washington.

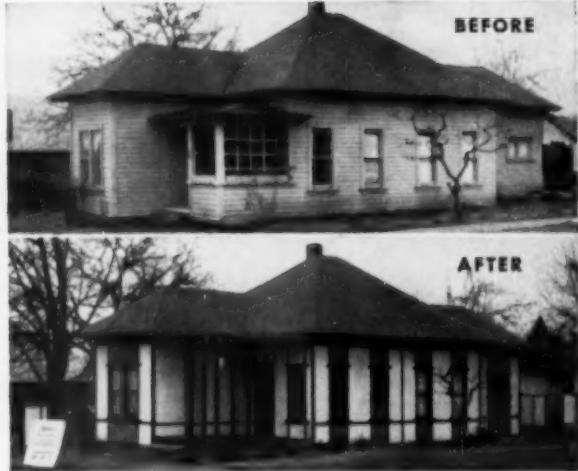
# five ways it can help you cut costs



2

## Single wall construction for mild climates

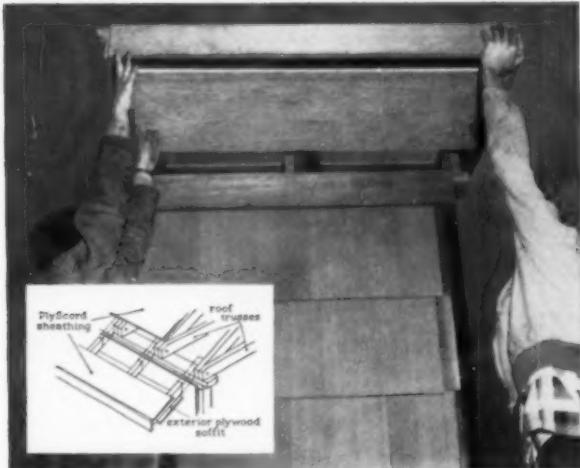
A single thickness of  $\frac{3}{4}$ " Exterior plywood, serving simultaneously as siding, sheathing and interior paneling, helped Nu-Way Construction Co., South Pasadena, sell this add-a-room package for only \$5.50 per sq. ft. Construction is post and girder with plywood rabbeted into posts and sills. Standard unit is 15' x 20'.



3

## "Japanese" panel siding speeds remodeling

A quick face lifting was accomplished on this OHI remodeling job by applying Exterior plywood directly over the old siding. To create oriental effect, 1 x 3 battens were used over vertical panel joints and above and below windows to provide louvered effect. The plywood panels are painted white, battens dark brown.



4

## Eave component reduced site labor 50%

This fir plywood eave overhang component was developed by A. C. Milne and John K. White of American Houses to speed and simplify construction. The unit is 8' long, combines outlookers, fascia, plywood sheathing and soffits. The unit slips into place; the outlookers are nailed to the upper chord of the roof truss.



5

## Prefab gable ends halve construction costs

Prefabricated Texture One-Eleven plywood gable ends developed by Brockbank Builders, Salt Lake City, Utah, helped speed construction by more than 50 per cent. The shop-built sections reduced on-site labor by eliminating piecemeal framing and fitting. T-1-11 requires only inexpensive shake stain finishes.

For your own protection, specify only DFPA trademarked plywood

(CONTINUED)

20 WAYS TO BUILD

# MORE HOUSE FOR THE MONEY



## FIR PLYWOOD COMPONENTS:

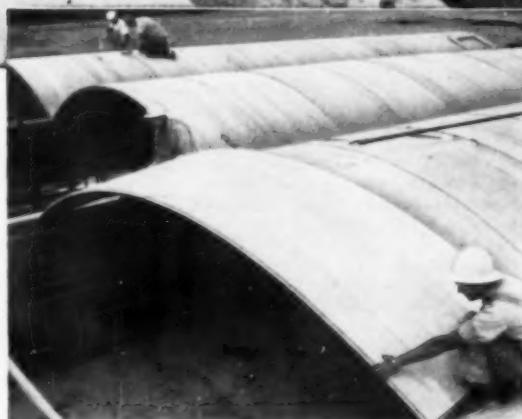
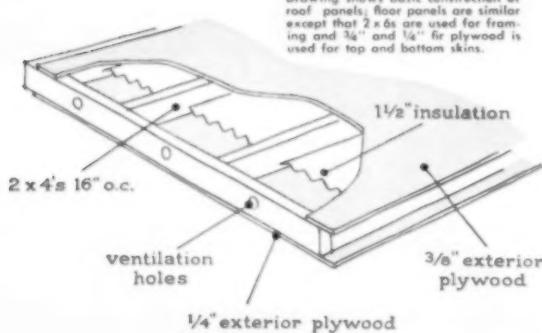
Fir plywood stressed-skin panels reduce on-site labor by as much as 80 per cent



6

**Flat stressed-skin panels** helped hold construction costs to \$8.20 per square foot on this 2,200 gross-square-foot house built by John Odgers, Seattle.

The house is built on two levels with the 4' x 12' stressed-skin plywood components serving as a combined first story ceiling and second story subfloor, and a finish ceiling and roof decking on the upper level. In addition to simplifying construction and reducing site labor, the panels permit large clear floor areas, spanning 12 feet or more without supplementary support. Panels fabricated and installed by Panelbild System, Inc.; architect: Robert Hugus.



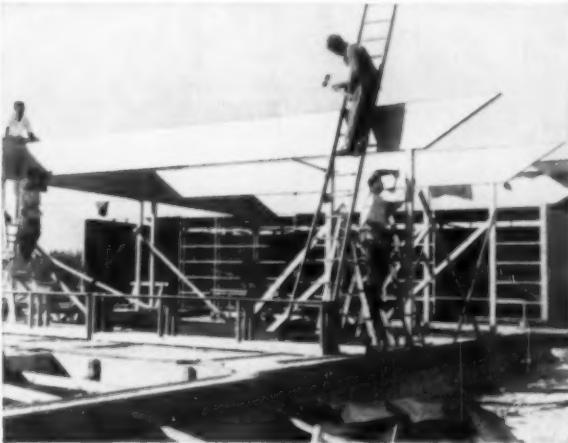
7

**Curved Panels** on this school building span 16 feet, cost only \$1.10 per square foot in-place. These panels are of sandwich construction, with 5/16" upper skins and 1/4" fir plywood lower skins glued to a 3/4" honeycomb paper core; edges are tongue and grooved. Contractor: Standard Construction Co.; components fabricated by Panelbild Systems, Inc.; architect: Robert Billsbrough Price.

Like the flat panels shown at left these curved components rely on thin stressed-skin plywood coverings to achieve strength and stiffness without bulk or dead weight.

# ideas for tomorrow's house you can use today

Fir plywood box beams and truss gusset plates offer strength, safety and savings



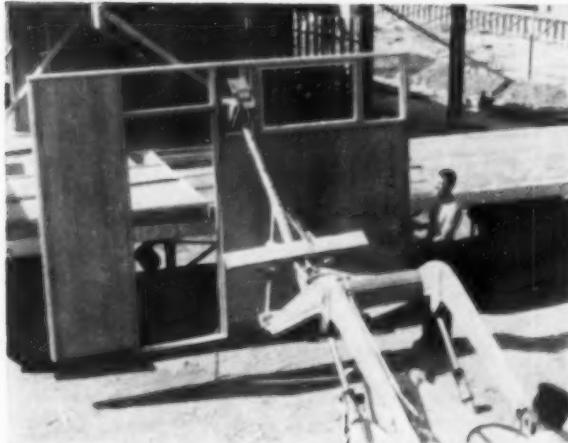
8

**Fir plywood box beams** are light, strong, dimensionally stable. They can be engineered for any load or span and fabricated in almost any shape dictated by design or appearance considerations. For floor, roof or ridge beams, garage door or window lintels, there is no cheaper—or better—way to do the job.

9

**Fir plywood gusset plates** are the surest and simplest way of fastening joint truss members together. Plywood provides greater rigidity, reduces deflection. It can be used for either nail or nail-glued construction. The trusses themselves eliminate load bearing partitions, take less time and material to build.

Fir plywood wall components like these make building fast, easy and profitable



10

**Prefabricated plywood wall panels** used for a 50-room motel job in Palo Alto helped Contractor Don Gordon build five buildings in less than 100 days at a cost of less than \$9 p.s.f. The fir plywood components were assembled in jigs and trucked to the job site where they were boom-lifted into position.

11

**Panelized plywood wall sections** permit three workers to erect walls in only 90 minutes on Lu-Re-Co homes built by Hebb & Narodick, Seattle. Components (including trusses and plywood sheathed gable ends) are credited by construction foreman with saving as much as \$300 per house in labor costs alone.

For your own protection, specify only DFPA trademarked plywood

(CONTINUED)

20 WAYS TO BUILD

## MORE HOUSE FOR THE MONEY



## FIR PLYWOOD SUBFLOORS

2·4·1



1½"-thick plywood combined subfloor-underlayment panels



12

### Why August Garcia is sold on 2·4·1® plywood

August Garcia and Ed Rosenbaum, builders of the 234-home Mardell Manor project, used 2·4·1 plywood with Exterior (waterproof) glue because the panels stand up better under repeated wetting and drying encountered during construction delays of as long as four weeks. With 2·4·1 there is no shrinkage or swelling or knots to loosen and drop out. The plywood forms a smooth, tight base for finish flooring.

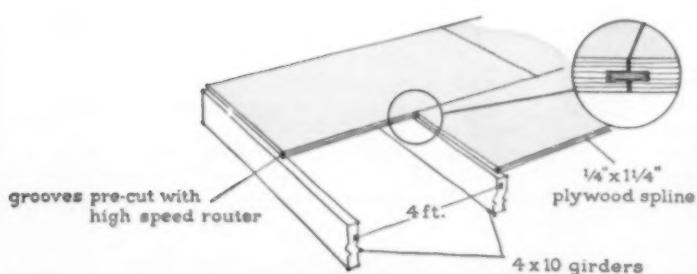
Builder Garcia estimated savings in labor and materials more than offset 2·4·1's higher initial cost. "But most important," he says, "it lets us give customers a better house. We have yet to have a flooring complaint. That's why I'm 100 per cent sold on 2·4·1."

13

### ...and how Dale Forsberg used it with a new spline joint to save over \$200 per house

Forsberg Construction Co., Minot, N. D., has saved as much as \$225 per house with 2·4·1 plywood over girders on four-foot centers, using splines instead of 2x4 blocking to support panel edges. The system saves both labor and materials—plus contingent savings on application of finish floors. A four-man crew can install 1,120 sq. ft. of 2·4·1 subflooring in just under three hours.

For more information about 2·4·1 combined subfloor-underlayment panels, write Douglas Fir Plywood Association, Tacoma 2, Washington.



# and SHEATHING: better construction, lower cost

14

## "Blanket" sheathing saves time and labor costs on Long Island homes

H. M. Gorelick, Inc., developed a system for "blanketing" a house with PlyScord sheathing that not only results in stronger, tighter construction but also saves two man hours or \$7.00 per house.

Carpenters cover the entire outside wall with PlyScord without regard to window or door openings. After the entire surface is sheathed, window and door openings are cut out from the inside with an electric saber saw. Cut out portions are dropped on the ground and salvaged for re-use.

On a typical unit with 432 sq. ft. of wall area, it took two men only one hour and thirty-five minutes to apply the sheathing and cut openings. Using the conventional method of measuring, scribing and sawing took two and a half hours.



15

## PlyScord® wall and roof sheathing speeds work on New Hampshire public housing job

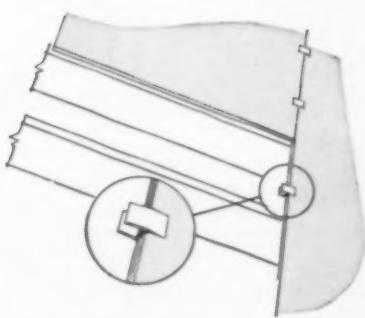


The combination of PlyScord and Plyclips is credited with making possible a 50 per cent labor savings on this 31-building New Hampshire public housing project. Over 160,000 sq. ft. of plywood was used for both wall and roof sheathing.

The contractors, Beacon Construction Co. of Boston, report plywood's large size and workability helped speed work, and that the use of Plyclips to support panel edges on the roof sheathing eliminated the need to cut and apply blocking between rafters.

Plyclips are a relatively new item, but are available throughout the country in all standard plywood thicknesses and cost only about \$3.50 per 100. For more information write Douglas Fir Plywood Association, Tacoma 2, Washington.

For your own protection, specify only DFPA trademarked fir plywood



(CONTINUED)

# MORE HOUSE FOR THE MONEY



## FIR PLYWOOD BUILT-INS

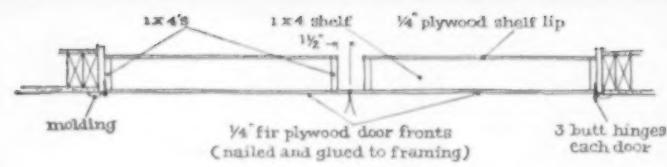


16

### Plywood shelf-door wardrobes double usable storage space

Here's a new way of handling wardrobe storage developed by Architect Mary Lund Davis in cooperation with *Better Homes and Gardens*. It's loaded with ideas that can be profitably adapted to most speculatively built houses.

The basic idea is simple:  $\frac{1}{4}$ " fir plywood doors stiffened on four sides with  $1 \times 4$  lumber. Shelves also add stiffness and provide up-front storage for small items. Doors open to provide free access to built-in fir plywood drawers and storage trays. By varying placement of shelves and interior fittings, the shelf-door principal can be adapted to meet storage requirements in any room.

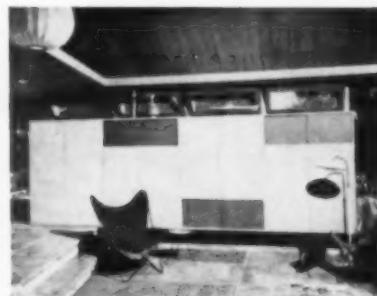


**Your sales story is built-in, too, when you offer your prospects plenty of storage space.**



17

**Bedroom built-ins** like these make a big hit with families with children. Built-in desk and drawer units plus roomy plywood shelf-door wardrobe permit owners to move in with minimum investment for furnishings.



18

**Storage walls** of fir plywood are a real "plus" when it comes to making sales in today's competitive market. Light, strong fir plywood speeds work, simplifies framing and carpentry work for your crews; takes any finish.



19

**Carport storage** makes up for the lack of storage space in homes without garages or basements. Exterior plywood "built-ins" like this give your customers a place to store outdoor furniture, garden and patio equipment.

# boost your loan value as well as sales appeal

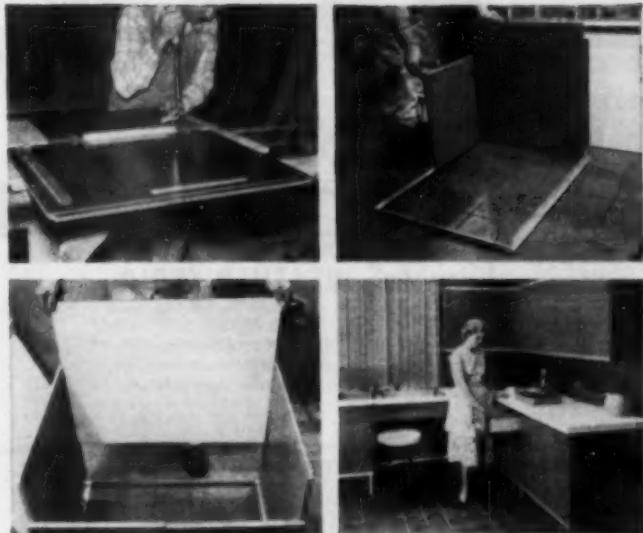
20

## New idea in fir plywood cabinet construction saves you time and money

This unique system for modular cabinet construction makes use of satin finish aluminum frames and fir plywood to make flush cabinets with the popular new "sheer" styling. Developed by Architectural Hardware Corp., the metal framed plywood units save over a third of the time and up to 15 per cent of the cost of conventional cabinets.

Plywood sides, top and bottom are cut into simple rectangular shapes and slipped into top and bottom frames which interlock parts to form a single rigid unit. No other fastenings or special joinery are required.

The system can be used for both upper and lower units and is flexible despite its reliance on standardized sizes. Frames may be purchased separately or complete with pre-cut fir plywood. For information write, Douglas Fir Plywood Association, Tacoma 2, Washington.



## ONLY QUALITY PLYWOOD IS DFPA TRADEMARKED

Plywood construction is the finest, strongest money can buy. But to do the job it must be made right *inside and out*. Quality is critical.

That's why it makes sense to insist on DFPA grade-trademarks on every panel.

DFPA trademarks identify plywood produced under the industry-wide DFPA quality control program which includes both continuous factory inspection and laboratory testing. Quality is never compromised. Where plywood does not meet DFPA standards, use of grade-trademarks is withdrawn.

DFPA trademarks are backed by over 25 years experience in plywood testing-plus the reputation and integrity of over 100 DFPA-member mills which produce more than 90 per cent of all Douglas fir and Western softwood plywood.

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A non-profit industry organization devoted to research, promotion and quality control



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Only plywood which bears the DFPA trademark is manufactured under the industry-wide Douglas Fir Plywood Association quality control program. Always look for the letters "DFPA".

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In stainless steel or bronze. Complete packaged sets mean easier handling for you... easier installation for customers. Each set contains sufficient Numetal strips and accessories for one door. M-D Numetal door sets available with regular door bottoms or with any M-D threshold.



### H-4 FOLD - BACK DOOR WEATHER STRIP

Automatically spaces itself when properly placed against door stop. Economical packaged set for all standard doors. Aluminum or bronze—with any door bottom or threshold desired. Nails, screws and instructions furnished with each set.



### Jamb-Up DOOR WEATHER STRIP

Extruded aluminum and durable vinyl. Perfect for wood or metal doors. Comes completely packaged with necessary strip, nails, screws and instructions. Available with or without extruded aluminum and vinyl DV-1 Door Bottom.



### CASEMENT WINDOW WEATHER STRIP

Easy to install on steel or aluminum casements. Slips over window flange. Style No. 1 is used on head and lock side or swinging edge of metal casement windows. Style No. 2 is used on hinge side and the sill.



Style No. 1

Style No. 2



### Nu-GARD Automatic DOOR BOTTOMS

Made especially for doors where bottom must clear carpet or rug. For all doors. Available with silvery-satin or Albras finish—will not rust or tarnish. Furnished in standard lengths... 28", 32", 36", 42" and 48".



### On-GARD COIL WEATHER STRIP

All-metal strip in handy rolls. 8 widths in stainless steel or bronze. Has built-in tension, embossed nail zone and hum-proof edge.



### Nu-WAY WEATHER STRIP

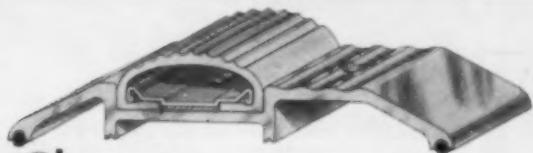
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TODAY—your order will receive  
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Help yourself to more sales!

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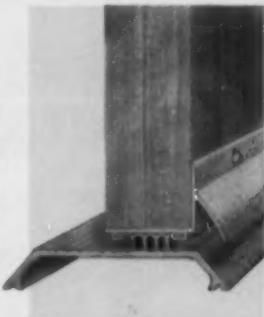
## EXTRUDED THRESHOLDS

Style AP-3½ . . . America's most popular threshold with replaceable vinyl insert. Note vinyl calking strips under each leg, which may be removed if the use of Nu-Calk Calking Compound is preferred. Available in Alacrome or Anodized Albras.

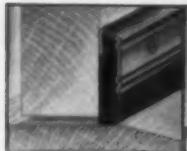


## Combination DRIP CAP AND DOOR BOTTOM

Complete in one unit. Style DCV for all exterior swinging doors, combines sturdy, extruded aluminum with tough, durable vinyl. Aluminum drip cap sheds water; vinyl air-baffles touch against threshold to stop drafts, keep out dust. Also excellent for use as a Garage Door Bottom.



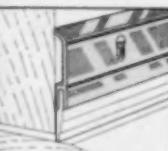
## DOOR BOTTOMS



M-D Numetal door bottom. Extra thick wool felt and heavy gauge stainless steel, brass or aluminum in standard lengths.



M-D heavy duty extruded aluminum and felt door bottom in Alacrome or Anodized satin, bright or brass colors, in all standard lengths.

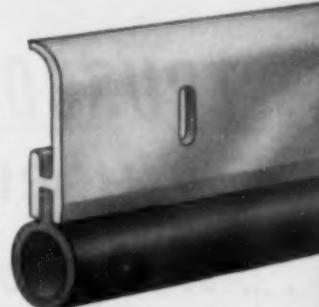


M-D extruded aluminum and vinyl door bottom in Alacrome or Anodized Albras, available in all standard lengths.



## GARAGE DOOR WEATHER STRIP

Seals all 4 sides of garage door! Sturdy extruded aluminum and durable vinyl that lasts a lifetime. Exclusive design of vinyl weather strip seals out rain, snow, drafts, dirt. Made especially for overhead doors (both sectional and solid types) but may be used on almost every type of garage door. Packaged sets in poly tubing include screws and instructions.

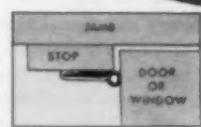


Seals All 4 Sides of Garage Door



## Nu-Koil WEATHER STRIP

Features tough, durable vinyl bulb edge combined with flexible, lifetime aluminum. Won't rust or corrode. Lasts indefinitely in any climate. Airtight seal is made when vinyl bulb of Nu-Koil strip presses firmly against door or window. Easy to install. Comes in 17-ft. rolls, packaged with nails, instructions and nailing gauge.



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## Nu-Glaze GLAZING COMPOUND

Always sets to rubber-like consistency. Clean, easy to handle. Use and recommend with complete confidence that it always "stays put." Packed in  $\frac{1}{2}$  pt., pt., and qt. cans. 25, 50, 100 and 880 lb. drums.



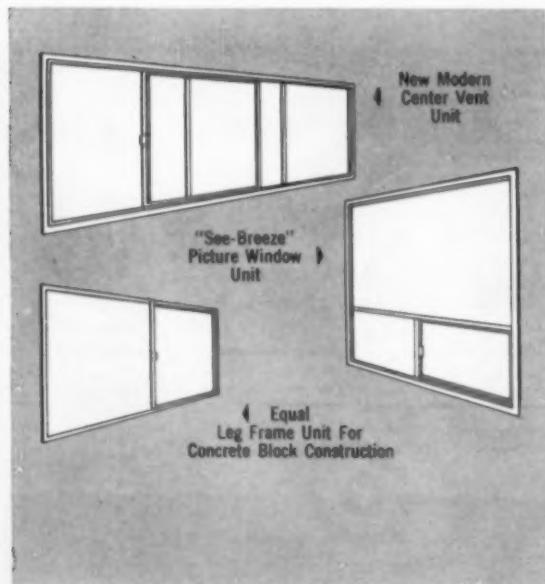
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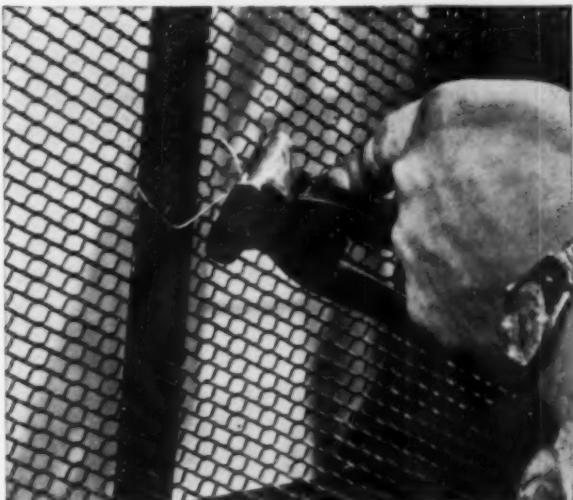
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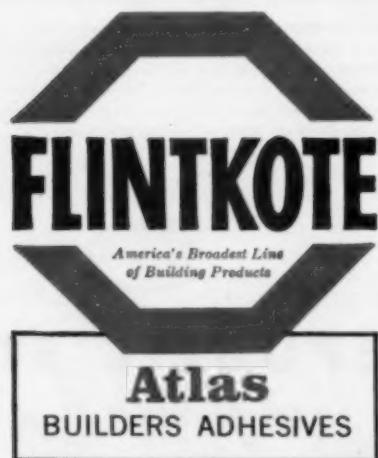
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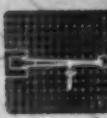
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Here in Princess Jeanne Park, Albuquerque, as in all Dale Bellamah residential developments, Insulite Sheathing is used extensively. With over 1,500 homes completed per year since 1953, Builder Bellamah is ranked "sixth largest builder in the world." Bellamah homes range from \$8,500 to \$23,000.

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*—reports prominent Southwest  
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Whether you put up 15 units—or 1,500 as builder Dale Bellamah is doing each year in Texas and New Mexico—you'll appreciate the extra strength and time-saving features of Insulite Sheathing.

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"We've used Insulite Sheathing extensively in over 9,500 homes built since 1953. We've always enjoyed excellent results with Insulite products—

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"We like the way Insulite insulates," adds Mr. Bellamah. "This is a plus sales feature for us since many of our homes are air conditioned."

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Every Onan plant has a nameplate with horsepower and output ratings. Every single plant is put through a series of tough tests to make sure it does what the nameplate says it will do *before it is crated for shipping.*

But this isn't enough. Inspectors from an independent laboratory pay our factory frequent surprise visits. Their job is to check and double-check—our tested plants

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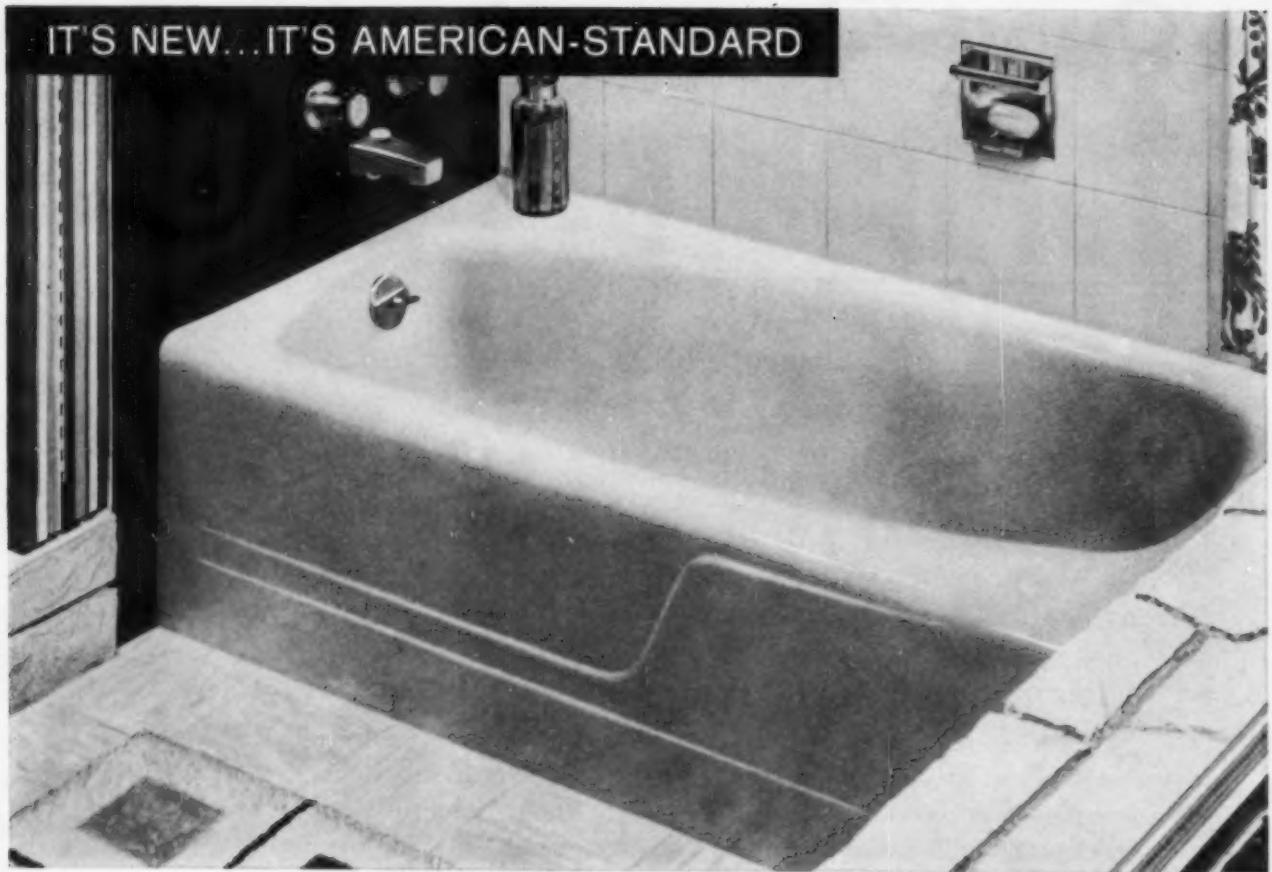
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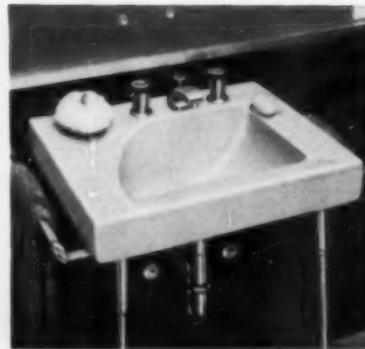
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## Here's how to add **EXTRA SALES**



**Gracelyn cabinet-lavatory** with one-piece china top is 18" wide . . . 32", 36" or 42" long . . . 31" or 34" high. Legs have adjustable leveling tips. China top



**New Sherrilyn lavatory** gives wide-ledge counter-top convenience in a 24" x 20" area! The off-center design of this lavatory provides extra space for toiletries, accessories, towels. Front and right ledge slope to drain water



**New wall-hung Norwall toilet** hangs on sturdy cast iron combination carrier. Installs easily on standard 6" stud wall. Since it is completely off the floor, it makes fixture and floor cleaning easy, fast. Seat and cover snap off for thorough cleaning.



Here's the shape that will spark new interest in bathrooms. The CONTOUR bathtub will add luxury to a house at a reasonable cost. It's made of life-time cast iron with a thick coating of enamel in six high-style colors and white.

## APPEAL FOR JUST A FEW MORE DOLLARS

One sure way to add extra sales appeal is to install the CONTOUR bathtub with the first really *new shape* in 25 years. The unique design gives more room where needed for bathing and showering. This new shape provides two wide ledges—one is a comfortable seat, both are handy shelves for toiletries. Entering and leaving tub are easier over the narrow rim.

The CONTOUR bathtub will add real interest to your bathrooms . . . that "something new" prospects always look for. And for all its newness and exciting features, the CONTOUR is competitively priced. Get the full story by calling your American-Standard representative, or write to AMERICAN-STANDARD, PLUMBING & HEATING DIV., 40 W. 40 St., New York 18, N. Y.

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The stage is set for a sale. For this is the All-American House. Warm and friendly . . . natural through and through . . . it looks like home. Prominent in the design is an extra-heavy roof of genuine handsplit cedar shakes. Like most quality materials, handsplit shakes appeal to both kinds of buyers—those who demand the tasteful appearance of a natural material and those who measure a value by the years of service it provides. On both counts, a roof of handsplit shakes is unexcelled. Perhaps that's the reason this long-lived, beautifully-textured material is in such demand.



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**SISALKRAFT —**

for General Protection...  
tough, reinforced waterproof papers for  
protecting floors, curing concrete,  
covering unfinished work on the job.  
Any application requiring protection  
against the weather.

**MOISTOP —**

for Under Floors...  
polyethylene laminated to reinforced  
paper. Provides complete,  
permanent protection against  
moisture infiltration through floors,  
whether slab on ground, below  
grade or in crawl spaces.

# A **SISALKRAFT** **VAPOR BARRIER** **FOR EVERY** **MOISTURE** **PROBLEM**

**VAPORSTOP —**

for Under Floors...

a low cost vapor barrier for under  
slabs. Tough and strong for ap-  
plication without rips or tears.  
Fungicide treated to resist rot  
and decay.

**SISALATION —**

Reflective Insulation...

plus a vapor barrier for sidewalls,  
ceilings and floors. Low in cost —  
protects against condensation —  
saves heat in winter — provides  
summer comfort.

**COPPER  
ARMORED  
SISALKRAFT**  
for Flashing and  
Waterproofing ...

pure copper laminated to re-  
inforced kraft. Permits the  
use of pure, permanent copper  
at lowest cost.

**PLUS** a complete line of  
flexible and semi-rigid clear  
plastic films in a variety of widths.

Whatever your moisture problem, look to  
Sisalkraft products for dependable pro-  
tection. Available through Lumber and  
Building Material Dealers everywhere.



**SISALKRAFT**

AMERICAN SISALKRAFT CORPORATION

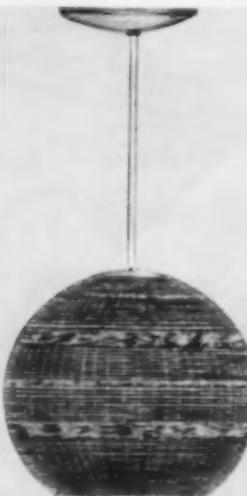
Chicago 6 • New York 17 • San Francisco 5  
In Canada: Murray-Brentford Ltd., Montreal

# the light idea

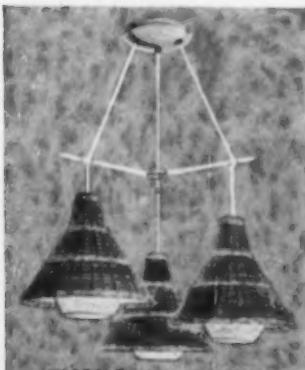
**SUN 'N SAND** Unique, different... appealing! Shades are an arresting blend of imported Italian sand-tone reed, handwoven with glistening brass accents. Satin white, diffusers. Sun 'N Sand — original... beautiful... modern!



**V-5675** For hallways or tasteful accent lighting. Length 8½", diameter 6½". One 100-W.

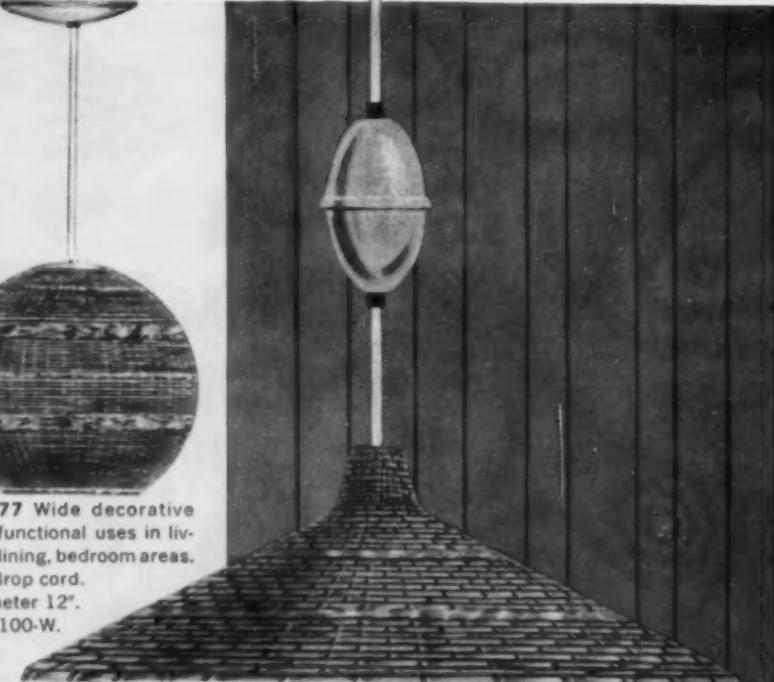


**V-1677** Wide decorative and functional uses in living, dining, bedroom areas. 54" drop cord. Diameter 12". One 100-W.



**V-1676** Designed for dramatic living room lighting. Three-light cluster. 48" white drop cords. Diameter 26½". Three 100-W.

**V-1675** Single unit 48" drop cord. Diameter 10½". One 100-W.



**V-1673** Pulldown for living or dining rooms. Adjusts 20" to 56". Diameter 22". Three 60-W. 3 way switch.

**V-1672** Same but 17" diameter. Two 60-W. On-off switch.



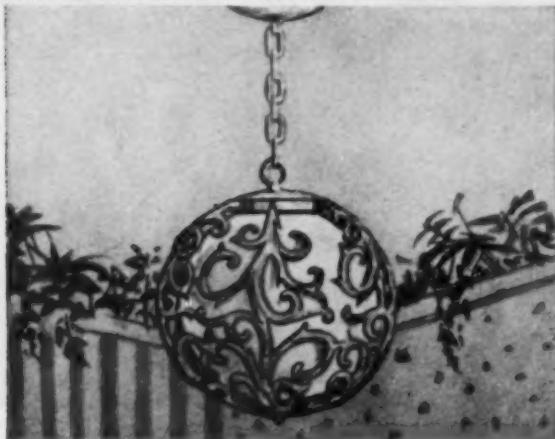
# *new custom creations*

**FLORENTINE SERIES** Exquisitely detailed scrolls cast in aluminum. Antique white color delicately toned with gold fleck. White opal globes. Matching white chain. Here is new richness for all homes — contemporary, transitional, traditional!



V-1713 Perfect in foyers, living rooms, dining areas. Spread 31" (6' chains and yolk). Three 100-W.

V-1712 Diameter 12". Matching white 6' drop chain. One 150-W.  
V-1710 Same as above: Diameter 10". One 100-W.



**PLANTER SERIES** Bright ideas! Lighting fixtures that double as planters. Perfect accents for fireplace, entranceways, in dinettes or family rooms . . . wherever you want a touch of eye-catching beauty!



V-1690 Polished brass. Diameter 15½". Length 16". Lights from top. Two 60-W. 2 way switch.



V-1695 Planter for wall mounting. Diameter 5½" (top and bottom). Length 33". Lights from top. One 60-W. On-off switch.

These are just a few of the fresh, new custom creations available . . . fixtures so delightfully different and irresistibly styled . . . "to show is to sell."

Free colored brochure describing the full line available. See your nearest Virden Lighting distributor or write direct using the coupon below.



## VIRDEN LIGHTING

MEMBER AMERICAN HOME LIGHTING INSTITUTE

SUBSIDIARIES: LIGHTING DYNAMICS, INC., LOS ANGELES, CALIF. AND DALLAS, TEXAS; JOHN C. VIRDEN, LTD., TORONTO, ONTARIO.

VIRDEN LIGHTING DEPT. AB-9  
DIVISION OF JOHN C. VIRDEN COMPANY  
5209 EUCLID AVENUE  
CLEVELAND 3, OHIO

Name \_\_\_\_\_

Address \_\_\_\_\_

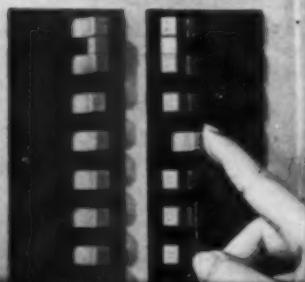
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



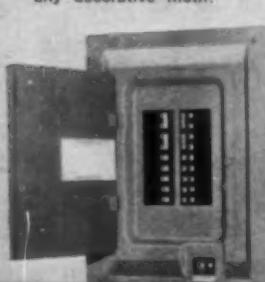
Won't corrode, won't rust. Every operating part either stainless steel or heavily plated for rust and corrosion resistance.



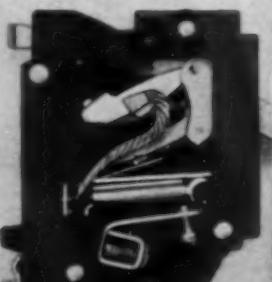
Two easy-to-ease positions. It's either "on" or "off." No third "trippled" position to cause confusion.



The only circuit breaker with modern styling, finished in neutral sandalwood. Cutler-Hammer Safetybreakers will blend with any decorative motif.



Double protection. Both a magnetic trip for short circuits and a bimetal trip for sustained overloads.





# Here's the new way to show that you've installed Full Housepower

*(it's the new Cutler-Hammer Safetybreaker Center)*

**Here's the smartly-styled load center that says quality and Full Housepower to prospects.**

Now Cutler-Hammer presents you with a powerful new selling feature for your homes—the new Cutler-Hammer Safetybreaker. It's styled in attractive sandalwood color for *main floor* installation.

Have your electrical contractor put the new Safetybreaker in or near the kitchen of the next home you build. It will indicate to prospects that the wiring is modern and high quality. It ties in with all the advertising and promotion about Full Housepower. And, it's the best looking circuit breaker you've ever put in a home!

But, the Safetybreaker's good looks aren't

the only feature that distinguish it from the crowd. Due to its ingenious construction, it's the safest circuit protection you could offer.

And, it's so easy to understand for the housewife. Only two easy-to-see positions on the Safetybreaker unit—"on" and "off." No tripped, mid-position to cause confusion.

**For more details** on how the new Cutler-Hammer Safetybreaker can help you sell your homes faster, have your electrical contractor get in touch with the Cutler-Hammer electrical distributor. Or call the distributor yourself and ask him what's new with the Safetybreaker. He'll be glad to tell you. So would a representative from the Cutler-Hammer sales office nearest you.

**WHAT'S NEW? ASK...**

**CUTLER-HAMMER**

Cutler-Hammer Inc., Milwaukee, Wisconsin • Division: Airborne Instruments Laboratory • Subsidiary: Cutler-Hammer International, C. A. Associates; Canadian Cutler-Hammer, Ltd.; Cutler-Hammer Mexicana, S. A.





# "LOOK - the Good Housekeeping Seal"

new proof of a quality product in your houses

WINDOW-SILL CARD tells your prospects that *Thermopane* has earned the Good Housekeeping Guaranty Seal. Order from your L-O-F Distributor or Dealer (listed under "Glass" in the Yellow Pages). Or write to L-O-F, 390 Libbey-Owens-Ford Building, Toledo 1, Ohio.

# Thermopane.

INSULATING GLASS



HAS EARNED THE  
Good Housekeeping  
Guaranty Seal

LIBBEY · OWENS · FORD  
*a Great Name in Glass*



40,930,000 homemakers are influenced in their buying decisions by the Good Housekeeping Seal\*. So it makes sales sense to use building products that have earned this seal, whenever you can. *Thermopane*\* insulating glass is one of them.

It helps you point out that *Thermopane* is truly a quality product. Its patented metal-to-glass *Bondermetic Seal*\* has been time-tested. It contains no organic bonding materials. On glass-to-glass units, the sealing grommet is located on the edge where the sash protects it. There are over 8,100,000 *Thermopane* units in use.

*Thermopane* has been nationally advertised for

17 years. Most of your prospects know that with *Thermopane* in *every* window, the house you are offering them will be more comfortable, summer and winter . . . will cost less to heat and air condition. And they won't have to bother with storm sash.

Put *Thermopane* in all of the windows of your next model house. Since the trade-mark is lightly etched in the corner of units, you know what you're getting. And so do home buyers. Listen to the enthusiastic comments *Thermopane* creates. That's why so many leading builders are featuring *Thermopane* in their houses.

\*Source: Cromley, S-D Surveys, Inc.

# Thermopane®

INSULATING GLASS

LIBBEY · OWENS · FORD · TOLEDO 1, OHIO

Made in U.S.A.  
only by





Jim Ryan stands before three of the 150 homes in Edward M. Ryan's "Highland Terrace," Mt. Lebanon, Pa.

## "ALCOA SIDING adds brand-name quality at no extra cost"

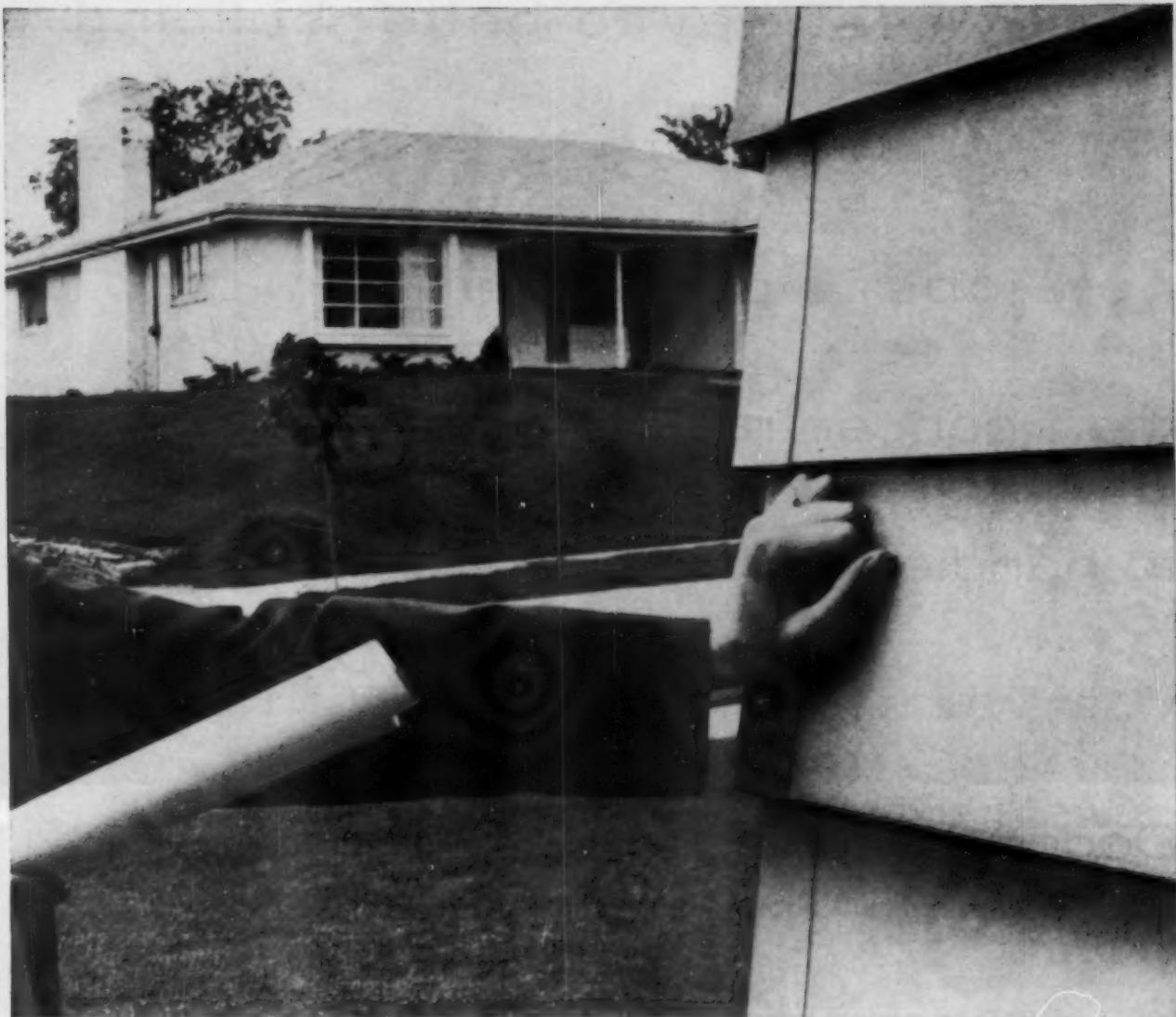
*—says Jim Ryan, Sales Manager, E. M. Ryan, Inc.*



The VALLEYVIEW is an efficient, three-bedroom ranch-style home designed to provide maximum living area at minimum cost (\$15,500 to \$16,500 range).

The CHARLOTTE, a four-bedroom, two-story colonial-type home, offers the larger family luxury features. (Priced from \$26,000 to \$29,000.)





"More prospects become customers . . . and our investment comes back to us faster . . . when we offer a home with Alcoa Aluminum Siding!" says Jim Ryan, sales manager for the well-known Pittsburgh building firm, Edward M. Ryan, Inc. "Because they know they get 'more for the money' with Alcoa Siding, prospects quickly become buyers."

Ryan-built homes, both custom and tract, range from \$15,000 to \$40,000. Popular in the Greater Pittsburgh area, 537 such homes were sold in 1959 and an estimated 700 will be sold and erected in 1960, Mr. Ryan predicts.

"Homeowners have learned repainting is eliminated—for as long as 10 or 15 years—with aluminum siding," according to Mr. Ryan. "The same properties, like long-lasting corrosion resistance, that make other Alcoa Aluminum products so popular have created a built-in customer acceptance of this fine new Alcoa product."

Ryan homes reflect a distinct pattern of customer-requested features . . . a brand awareness

that's sweeping the country, especially in the residential building market. Alcoa® Gutters, Downspouts, Aluminum Soffits, Siding—"all the aluminum they want! And we can give it to them *at no extra cost!*" Mr. Ryan points out.

Easily installed, easily sold, aluminum siding *made by Alcoa* notably enhances property values. Aluminum siding enables builders to reduce monthly house expense . . . enables buyers to carry larger mortgages (on bigger homes) because maintenance bills are lower! **Write for more information on Alcoa Siding today: Aluminum Company of America, 2195-J Alcoa Building, Pittsburgh 19, Pa.**



MADE BY ALCOA

YOUR best way to better building



contracts is to find more

new jobs to pick from



then concentrate on those you want

to handle



...when and where

you want them. How? With daily

Dodge Reports



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**DODGE REPORTS** are individual building project reports. They're mailed to you daily. You get REPORTS on just the types of building you're interested in—in the area where you do business. They tell who's going to build what and where . . . whom to see . . . when bids are wanted . . . who else is bidding . . . who gets which awards.

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If you do business anywhere in the 37 Eastern states, you need DODGE REPORTS.

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Send me the book: "How General Contractors Get More Business in New Construction" and let me see some typical Dodge Reports for my area. I am interested in the general markets checked below.

- House Construction     General Building  
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Area \_\_\_\_\_

Name \_\_\_\_\_

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Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**Dodge Reports**  
HELP  
GENERAL CONTRACTORS  
GET MORE BUSINESS



Autumn Walnut wood-grain finish PLATEBOARD in Verti and Blok. Built-in bar features Natural Walnut Perforated and painted Perforated PLATEBOARD. Each wood-grain finish PLATEBOARD is available in Blok, Verti, Random, Plain and Perforated patterns.

The extra touch of elegance that prods the decision-to-buy . . .

## PLATEBOARD GLAMOR WALLS *by Abitibi®*

Wood-grain finish PLATEBOARD provides the extra touch of elegance that turns wavering prospects into buying customers. The rich, warm appearance of Abitibi paneling tells your customers in no uncertain terms: "This is Quality." Yet, for you, it has the added advantage of economy—less than \$20 ma-

terial cost for a 12' x 8' Glamor Wall. Choose from four lustrous wood-grain finishes and five distinctive patterns. Ask your lumber dealer or write for full information on wood-grain finish PLATEBOARD Glamor Walls and Abitibi's builder-proven "Personalized" model home promotion program.

® Reg. U.S. Pat. Off.

**Abitibi**

Better building products through research in wood chemistry.

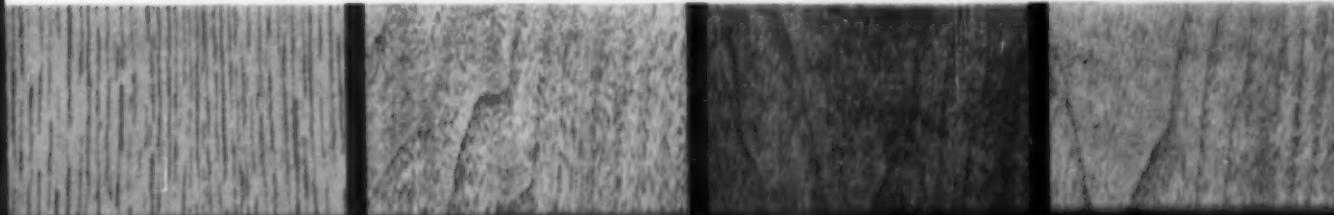
ABITIBI CORPORATION General Sales Office—Detroit 26, Michigan • Manufacturing Plant—Alpena, Michigan

Oak  
Wood-Grain Finish

Autumn Walnut  
Wood-Grain Finish

Natural Walnut  
Wood-Grain Finish

Platinum Walnut  
Wood-Grain Finish



# Play it smart - and install

## CARLTON'S

U.S. Gov't. Pat. #2,925,609

# Carlrim

the  
Stainless Steel Sink  
with the  
New Disposer Bowl



The sliding cutting board shown (No. CBI) is a new Carlton Sink Accessory.

-because the right sink  
is essential to any  
waste disposer's efficiency

Here is a simple suggestion that can save you lots of installation headaches in the months ahead. No matter what kind of a garbage disposer you put into kitchen specifications, *simply specify a Carlrim Disposer Bowl Sink to go with it!* The new Carlrim teams up with *any* waste disposer as neatly as ham teams up with eggs! . . . Notice (above) how the drain outlets have been moved to the rear to provide more work surface. See how the disposer outlet has been recessed to hold more kitchen scraps and speed up waste disposal. Noise and vibration almost disappear because of the new Carlrim Sink's special sound-deadening undercoating. Why not play it smart—and specify CARLTON'S New CARLRIM—since it costs so little more!

The new Carlrim Disposer Bowl Sink (available with disposer outlet at right or left) is the newest in a series of Carlton Stainless Steel Sinks carefully designed for the kitchens of tomorrow. It comes self-rimmed for easy, sanitary drop-in installation. Because (like all Carlton Sinks) it is made only from the finest Type 302 (18-8) nickel bearing stainless steel, it cannot rust, chip, crack or ever wear out. Shown above is Model 832 RDB. . . Ask your wholesaler to show you the newest Carlrim Sink, or write for Catalog No. 860 to Sink Division, Carrollton Manufacturing Company, Carrollton, Ohio.



YOU JUST CAN'T BUY BETTER—  
WHEN YOU BUY...

# CARLTON

STAINLESS STEEL

# SINKS



Scored Tile, in new Crystalline Glazes, used in an entrance hall designed by Emily Malino Associates. Walls: 315 Cr. Tan in Scored Design SD-1. Floor: 345 Cr. Cobalt in Scored Design SD-4. Color Plate 82.

#### This Entrance Hall Is a Real Sales Feature!

It's cheery and charming with walls and floors of American-Olean's new Crystalline Glazed Tiles. They have a rich textured surface as decorative as it is rugged. On floors, they'll last a housetime without waxing, scrubbing or replacement.

Architects and builders are using Crystalline Glazes

and Scored Tiles\* to create new and different decorative effects not possible with other materials.

Crystalline Glazed Tile is made in thirteen new colors, as well as in four Scored Tile designs—permitting hundreds of different patterns and color combinations. Send for full color booklets which give complete information.

AMERICAN-OLEAN TILE COMPANY, INC.  
1538 Cannon Ave., Lansdale, Pa.

Please send me Booklets 1020, "Crystalline Glazes and Scored Tile" and 450, "Color Planning with Ceramic Tile".

NAME \_\_\_\_\_  
MAIL TO: AMERICAN-OLEAN TILE COMPANY, INC., 1538 CANNON AVE., LANSDALE, PA.

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

\*PAT. APPLIED FOR

CERAMIC TILE  
**American Olean**

*Announcing* a STARTLING

NEW



THIS IS HIGGINS S-T-R-E-T-C-H-E-D-W-O-O-D TILE, the exciting new solid hardwood floor tile that is laid, like resilients, in a recommended adhesive, on grade over concrete slab or wood subfloor. Designed primarily for flooring, the handsome tiles are equally at home on walls, countertops and in other areas of the home. S-t-r-e-t-c-h-e-d-w-o-o-d Tile is another product of imaginative research by

**Higgins**  
INDUSTRIES, INC.

MANUFACTURED AND DISTRIBUTED EXCLUSIVELY FOR GENERAL FLOORING CO., INC.

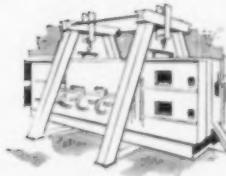
# FLOORING!

**SOLID HARDWOOD TILE,**

**S-T-R-E-T-C-H-E-D**

**TO PERMANENT DIMENSIONAL STABILITY**

**NEW BEAUTY • EASY APPLICATION • LOW COST**



It's available now—the amazing new Higgins S-t-r-e-t-c-h-e-d-w-o-o-d Tile you've read about in research reports! Because it has been processed on the Higgins Lumberstretcher (the only one of its kind in the world) the solid hardwood has become dimensionally stable—when confined, as in a floor, it cannot stretch, shrink, or buckle. *How come?* Well, stretching on the Higgins Lumberstretcher (U. S. Patents 2,815,779 and 2,815,780) makes the hardwood *larger*, when dried and finished, than it was in its original wet state—therefore it can never again stretch nor shrink.

*Economical?* You bet! Higgins S-t-r-e-t-c-h-e-d-w-o-o-d Tile is priced more advantageously than wood substitutes. *Beautiful?* Yes! The warm color, lustrous 6-coat factory prefinish and superb grain pattern bring luxury to any home. Durable and wearable, it is flooring you can use with confidence and pride.



Plan now to use S-t-r-e-t-c-h-e-d-w-o-o-d Tile in your next homes. Contact your flooring supplier or write for the dealer nearest you. Let Higgins S-t-r-e-t-c-h-e-d-w-o-o-d Tile start making sales for you NOW!

DISTRIBUTOR OPPORTUNITIES AVAILABLE—Write today stating your firm's experience, current lines and territory traveled.

## Higgins

**S-T-R-E-T-C-H-E-D-W-O-O-D TILE**

Higgins Industries, Inc., Box 8169, New Orleans 22, La.



## RUBEROID gives you quality where it will be seen!



CHARLES F. VATTEROTT, JR., St. Ann, Missouri: "I've found that the right siding and roofing are vital to the sales appeal of any house, regardless of size or style. They're the first things a buyer sees when he comes up to a house and the last things he sees as he leaves. I always specify RUBEROID products because they make a fine impression at these two important times. To any home

buyer they say quality loud and clear. Yet the cost is low. No doubt about it—RUBEROID helps us build new homes and new sales."

**RUBEROID**®

500 FIFTH AVENUE • NEW YORK 36, N.Y.



The "good morning" brightness of cherry is the making of this beautiful kitchen. Quality like this is no accident—Weldwood takes 18 separate finishing steps to bring out fully the wood's native beauty. Ask your

prospects to feel the difference! See Weldwood paneling at your Weldwood lumber dealer's or at any of 130 United States Plywood showrooms. In Canada: Weldwood Plywood, Ltd.

## Warm up your buyers with a kitchen paneled in real wood by Weldwood

Homey, livable, easy-to-care-for—that's the irresistible look Weldwood® paneling's warmth can give your homes. You can make a selection from more than 70 Weldwood panelings—real wood (not imitation) as low as \$28, retail, for a 12' x 8' wall.

## WELDWOOD real wood paneling

SEPTEMBER 1960

----- SEND FOR FREE NEW 28-PAGE COLOR BOOKLET -----

**United States Plywood**  
55 West 44th Street, New York 36, N. Y.

AB 9-60

Please send me the new 28-page color booklet, "Ideas For More Beautiful Homes With Weldwood Real Wood Paneling." Shows a variety of woods; photographs.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



*Joseph Slaven, President, and Harold Kayne, Secretary-Treasurer, 20th Century Builders, Inc., on the Site of \$65,000 Custom Home Under Construction.*

## **"An investment in quality just as much as quality materials that go into our homes"**

Harold G. Kayne, Secretary-Treasurer, 20th Century Builders, Inc.

20th Century Builders, Inc., builders of more than \$25,000,000 worth of residential housing, is another of Lawyers Title Insurance Corporation's consistent builder customers.

Mr. Kayne, in addition to the above, gives these among many reasons why title insurance by Lawyers Title is his choice:

"Title Insurance does not cost, it pays. There may be cheaper forms of title evidence just as there are cheap materials, but you get only what you pay for! Dollar for dollar, title insurance is the best buy."

"Title risks are more concentrated in our type of operation (project building) and, obviously, we don't want to assume these substantial risks."

"The local offices and agencies of Lawyers Title

are staffed by local men thoroughly familiar with local practices—and thoroughly familiar with the practices and requirements of both local and national lenders. As a matter of fact, it was this familiarity with the requirements of a non-local lender that probably saved our first large-scale subdivision.

"We have used title insurance, both owners and mortgagee policies, from the beginning of our operations—and will use it to the last house built. In 1946 we were the first volume customer of Lawyers Title in Columbus—and we've never used another title company since."

Thank you Mr. Kayne. Satisfied customers are the best advertising. And just look at how we've grown!

## **Lawyers Title Insurance Corporation**

Home Office - Richmond, Virginia

CAPITAL, SURPLUS AND RESERVES OVER \$21,000,000

LAWYERS TITLE SERVICE AVAILABLE IN 44 STATES, INCLUDING HAWAII; AND IN THE DISTRICT OF COLUMBIA, PUERTO RICO AND CANADA. NATIONAL TITLE DIVISION OFFICES: CHICAGO • DALLAS • DETROIT • NEW YORK. REPRESENTED BY LOCAL TITLE COMPANIES IN MORE THAN 275 OTHER CITIES. THOUSANDS OF APPROVED ATTORNEYS LOCATED THROUGHOUT THE OPERATING TERRITORY

### **LET US HELP YOU**

Use our point of sales material on title insurance.

1. 14" x 20" display cards for Model Homes.
2. A brochure and pamphlets for prospects.

# **SUDDENLY...it's a NEW ROOM!**



**Easy as 1, 2, 3 . . . INSTALL HANDSOME INTERIORS . . . AT LESS COST  
WITH NEW SIMPSON PREFINISHED ROOM TREATMENT**

New products, developed through Simpson Research, now make it possible to provide budget price interiors without sacrificing quality or appearance. Low material cost, plus reductions in labor of up to 50%, guarantee the savings . . . Simpson guarantees the quality and appearance. Think of the problems you will solve with completely prefabricated walls, ceiling and partitions, designed to install in just hours, instead of days.

RELY ON

**Simpson**

QUALITY SINCE 1895

*See how easy it is to install the room shown above*



# NEW

SIMPSON PRODUCTS OFFER FASTER, EASIER  
INSTALLATION . . . PLUS LASTING BEAUTY

Forestone Acoustic Tile staples quickly to existing ceiling or furring strips.

Easy-Wall Panels may be blind stapled through tight fitting flanges to hide fastening.

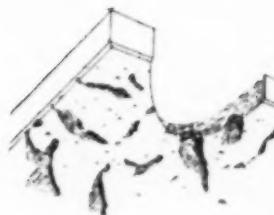


Easy-Wall Partition units are held in place by molding nailed to floor and ceiling plates.

MATERIAL AND  
LABOR SAVINGS  
MEAN  
BIGGER PROFITS

There are hundreds of applications where you can profitably install these great new Simpson products. Give your customers the handsome appearance of prefinished wood-grain paneling, the beauty and sound control of Forestone, and a budget price they can afford. Simpson research has made it possible for you to provide all of these and still make a handsome profit. For full details see your building material supplier or mail coupon on page 4 of this insert.



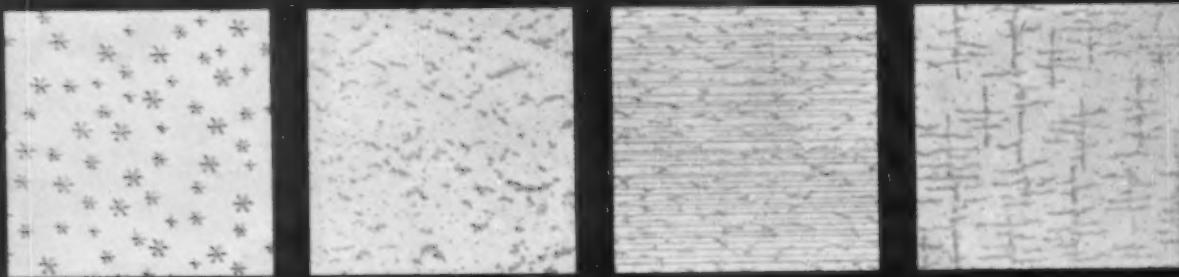


## Forestone® ACOUSTICAL CEILING TILE

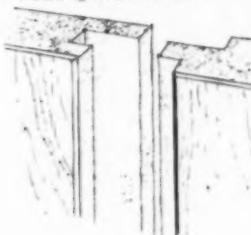
Forestone is the original deep-etched wood-fiber acoustical tile that absorbs up to 75% of all sounds striking it. Warm white, with a hint of gold in each fissure, Forestone quietens rooms beautifully, offers endless decorative possibilities with four exciting new textures. If desired, Forestone may be repainted at any time without loss of textured beauty or sound control. Equally effective for modernization or new construction, Forestone patterns complement any decor.

\*Reg. U.S. Pat. Off.-U.S. Pat. No. 2,791,289

The in-place economy of Forestone, plus its long range advantages, makes this 20th Century ceiling treatment the most practical that can be installed. Forestone is available in a variety of textures and sizes to adapt to every need. It requires no special tools for installation. It may be blind-stapled to furring strips or applied with mastic over even surfaces. This is the ceiling that anyone can install... everyone can afford; first choice for both the beauty-minded and the budget-conscious. You can't buy a better ceiling.



FULL  $\frac{1}{8}$  INCH THICK



## EASY-WALL PANELING

Easy-Wall Panels fill the need in today's remodeling and new construction for practical beauty coupled with genuine economy. Easy-Wall insulates against heat and sound and provides the luxurious look and feel of fine woods. All of the ordinary mess and delays of finishing a room interior are eliminated. Easy-Wall is completely prefurnished, goes up in just hours, instead of days. Nothing more

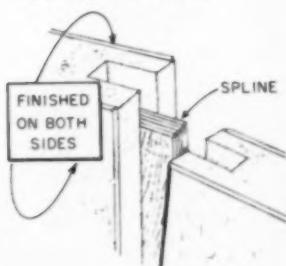
need be done... hang the pictures, move in the furniture, and the room is done.

Easy-Wall is made by laminating a beautifully grained hardboard facing to half-inch wood-fiber insulating board. This construction provides a rugged wearing surface that will stand up to the roughest treatment and eliminates the hollow, drumhead effect of so many ordinary panelings. Handy 2' x 8' panels are quick and easy to install. Flanged and grooved joints guarantee perfect alignment and allow blind stapling or nailing for unmarred appearance.



**EASY-WALL'S  
TOUGH VINYL  
SURFACE IS  
WASHABLE,  
STAINPROOF,  
FADEPROOF**

FULL  $1\frac{1}{8}$  INCH THICK



## EASY-WALL PARTITION UNITS

Matching Easy-Wall Paneling's handsome appearance and rugged durability, these wall-thick partition units need no framing, no studs, no taping or painting. Equally good for non-bearing partitions or free-standing walls or dividers, Easy-Wall Partition units are prefurnished on both sides, install quickly, easily, without muss or fuss. Anyone can in-

stall Easy-Wall Partitions, without special tools or skills, in just a few hours time.

Both sides of these sturdy 2' x 8' panels are faced with hardboard in the same beautiful woodgrain finishes as Easy-Wall Paneling. The thick core of woodfiber insulation board lends strength, cuts heat and sound transmission to a minimum. Easy-Wall Partition panels have tight spline joints that lock the panels into perfect alignment and keep them there. Splines and floor and ceiling plates are included in every Easy-Wall Partition package for extra convenience.



Simpson

## PANELDECK

# Something NEW has been added

## SIMPSON ANNOUNCES A BRAND NEW WOODGRAIN ROOF DECK WITH A LUXURY LOOK!

New Simpson Paneldeck offers all the benefits of low material cost, high insulation value, structural strength, ease of application . . . and the luxury look of planked hardwood. Nowhere else will you find so many desirable features at such low cost. Get full details on this great new building product by mailing the coupon at the bottom of this page.

**SIMPSON, 2074B, Washington Bldg., Seattle 1, Washington**

Please send me free information on the following products as checked:

Acoustical and  
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Easy-Wall

Plywood  
and Doors

Redwood



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### MORE QUALITY PRODUCTS OF SIMPSON RESEARCH

Rely on Simpson for the finest in  
Douglas Fir, Western Hemlock  
and Redwood Lumber;  
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Hardboard Products; Plywood  
and Doors; Engineered Wood Products.

**NOTE TO BUILDERS:****NOTE TO UTILITIES:**

When you work together you're hot! Here's what can happen when you sit down and swap ideas. This brainstorming session resulted in five sharp new approaches to the problem of

# How to sell houses today

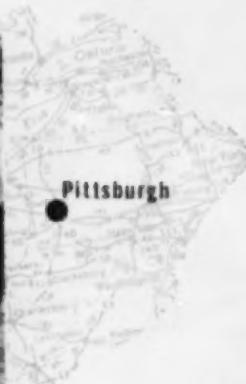
By ANDREW BORACCI

They call it brainstorming—those sessions where thinking men exchange ideas freely in search of fresh approaches to old problems. And that's what the small group of industry leaders called their session in Washington last May during the spring meetings of the National Association of Homebuilders. Top utility executives, builders, merchandising experts, and key executives of AMERICAN BUILDER met to uncover new ideas on how utilities can further help builders boost house sales. The ideas flew fast and furiously. Ideas revealed how astoundingly far utilities will go to help builders sell houses. "Well," said an excited Editor Joseph B. Mason, near the close of the session, "Let's test some of these ideas and see how well they work?" The group agreed it would. So AMERICAN BUILDER paired off five willing utilities and builders to do just that. Here are the amazing results →

## BUILDER-UTILITY BRAINSTORMING



Utility men George Coulter and Roy Houston plan strategy with Roland Catarinella (L to R) in Pittsburgh.



PLANNING—Houston (left) and Coulter look over displays on Rheem heating equipment. Gas equipment qualifies house as Blue Star.

READY TO OPEN—Utility representatives flank builder Catarinella as they look over the Sharon, the 8-room promotional colonial.

## IDEA: sell year-round air-conditioning

"We've been working with our local utility for years," said Roland Catarinella, Pittsburgh builder. "We've merchandised the Blue Star All Gas House of Savings with success, but house sales this year are off for all builders around here."

"You need a new gimmick," someone suggested, "to attract a major share of the market that still is around."

"Sure," said Catarinella. "But what gimmick? I sell comfort and economy in my houses. Any sales gimmick I use has got to be in keeping with that concept."

"How about including year-round air conditioning with the price of the house," said George Coulter, business promotion manager of Manufacturers Light and Heat Co.

"In Pittsburgh?" said Catarinella. "People won't pay for a gadget they feel can be used only 20 days a year. Average temperature last year was only 75."

"I don't know," said a voice.

"Buyers are pretty much accustomed to built-in comfort. They work in air conditioned offices, eat in air conditioned restaurants, and commute in air conditioned trains. They might go for central, year-round air conditioning in their homes."

"I'm willing to give it a try," said Catarinella.

"Unless maybe it will be too expensive to risk," someone suggested.

"No," said Catarinella. "I'm already merchandising comfort-conditioned homes with success. Selling air conditioning with the price of the house might just provide the impetus we need. And local banks allow full credit for it in the mortgage. Besides, we can always omit it if a prospect doesn't want it."

"Fine," said Coulter. "Now let's get together and see what we can do in merchandising it."

In Pittsburgh, Catarinella's firm, Catranel, Inc., teamed up with Coulter and Roy Houston,

building representatives of Peoples Natural Gas Company. The three planned their sales campaign around the comfort conditioned home featuring year-round air conditioning.

The house selected for the campaign was the Sharon, an 8-room colonial. It features four bedrooms, a den, two ceramic tile baths with a powder room, a finished game room, a stone fireplace and a two-car garage.

The kitchen features a Tappan built-in Gold Star range and oven. Included are Rheem gas heat and water heater, an Arkla gas lamp on the lawn, and 3-ton Bryant central gas air conditioning.

Catarinella and his utility team-mates then got their merchandising campaign under way.

Played up in all promotion was the invitation to prospects to view the comfort conditioned house in cool comfort. In addition, Catarinella continued promoting Blue Star.



## in the temperate North

Newspaper advertisements and spot radio announcements by the gas company promised prospects \$7,129 during the life of a 20-yr. mortgage. Advertisements also promoted the gas appliances featured in the house. Advantage was taken of the sudden baseball success of the Pittsburgh Pirates, too. The utility and builder bought post-game television time to promote the house.

The promised air conditioning proved a crowd attracter. First, visitors came more out of curiosity than a willingness to pay the premium cost for the air conditioning. But continued promotion over several months began to pay.

Catarinella recorded a number of sales over his estimated normal rate. Only a few buyers requested that the air conditioning be omitted.

"Air conditioning was no market cure-all," said Catarinella. "But it sure boosted some tired sales in our area."

"It points up another impor-

tant fact," said Coulter.

"What's that?" Houston asked.

"That one of the most valuable things a builder can do when contemplating building in a sagging market is to study what may be considered odd approaches to pepping up sales.

"This air conditioning success is a case in point. Not too long ago, you couldn't sell it with the price of the house in a temperate zone. Now, it's not only salable but desirable. An air conditioned house is becoming a status symbol for the people who live in it."



**WIDE PROMOTION**—Utility-provided promotion aids point up savings of \$7,129 with gas through period of a 20-yr. mortgage. House qualifies for a Blue Star award if it features at least a Gold Star built-in gas range with a burner-with-a-brain, a gas water heater, and automatic gas furnace.

## BUILDER-UTILITY BRAINSTORMING



Hugh L. Wathen, (left) vice pres. of South Jersey Gas Co., talks strategy with builder Carl T. Mitnick.



SAMPLE HOUSES in Carl T. Mitnick's

## IDEA: talk up low-cost heat to

This seemingly small idea was suggested to Carl Mitnick, past president of NAHB, by prospects visiting his retirement community near Atlantic City.

"Prospects kept asking us how much a year it would cost to heat a house?" he said at the brainstorming session. "We told them \$85 to \$100 a year with the gas heat. You should see how they brightened up."

Mitnick explained that many oldsters can pay cash for the houses they buy. And banks con-

sider them wonderful credit risks. But once in the house, they must live—for the most part—on limited incomes.

"The budget becomes all important," Mitnick said. "Since what they have to spend per month usually is small, the budget must be calculated."

"Do you merchandise that point someone asked?"

"Well—"

"Well, let's try it," said Hugh L. Wathen, vice president of sales at Mitnick's utility, South

Jersey Gas Company.

The utility-builder team of Wathen and Mitnick went to work two ways. They (1) instructed Mitnick's salesmen to stress the low cost of heat along with other low-cost maintenance items in the houses. And they (2) combined forces to draw up a series of newspaper advertisements that made a point of stressing the low cost of gas heat as an advantage.

"It became surprising," Mitnick said, "how such a little



VARIETY IN DESIGN—The retirement community springs from four basic house designs that give an air of

variety to development. Mitnick says that most oldsters buy houses for cash, though banks rate them high.



retirement community offer quality features that appeal to senior citizens. A strong seller for oldsters is low cost heat.

## the oldsters

thing can swing a sale the right way. Sure, you can say a prospect with a limited budget is going to ask about the cost of heat. And most will. But unless you talk it up, the few prospects who won't ask may be the ones you lose."

Mitnick's Fairways development at Somers Point near Atlantic City features houses from \$10,500 to \$14,500. Mitnick maintains four sample houses on a major intersection near the Garden State Parkway.



**LOW-COST HEAT**—Advertising sells low monthly costs to prospects.

### Here's a sampling of what oldsters consider before moving into Mitnick's retirement homes

#### **Henry L. Beverson, 150 Bala Drive**

"We really liked the budget plan. It's so helpful to know that one of the most important items in our budget (gas heat) is estimated for us on a long term, easy basis."

#### **Ross Sinclair, 123 Colwick Drive**

"My wife and I, getting along in years, have tried to organize our living pattern in an easy-going, trouble-free way. Since my retirement, our income, although comfortable, is limited. So we strive to keep our expenses on an even plane. Gas heat offers service and true economy."

#### **Lewis J. Gruber, 213 Bala Drive**

"Retirement presents new problems to us. Learning to live on a reduced, fixed income perhaps is the greatest."

#### **Warren L. VanHorn, 6 Lehigh Drive**

"Who cares about old age benefits? We provided for our declining years a long time ago. Now all we want to do is keep all of our expenses within this fixed income."

#### **Morris F. Grossmann, 18 Lehigh Drive**

"Knowing our heat and other basic costs is important to us. This allows us to budget our fixed income more wisely."

#### **William E. Everett, 15 Violet Lane**

"A stable mortgage plan and equal monthly payments for our gas heat makes it easier for us to live on fixed incomes."

## BUILDER-UTILITY BRAINSTORMING



Frank Murray of Southern California Gas Co. discusses plans with builder Morris Stone (see cover).



NEAT CALIFORNIA RANCH fitted

## IDEA: let utility market research

"Why not add your local utility's market research findings to your own," said Morris Stone, of California's Stone & Stone. "It's free and serves as a cross check of any market analysis you make for yourself."

"That's certainly a good idea," said Frank Murray, manager, residential sales, of Southern California Gas Company. "All our facilities are available to builders."

Stone & Stone went to work. A market survey by the David Olen Advertising Agency told them what kind of homes to build for a planned 200-home Stone Hills subdivision in the San Fernando Valley. The agency delivered the builder with this rundown on buyer preference: buyers wanted contemporary, indoor-outdoor living, lots of equipment included with the price of the house, and

air conditioning. Air conditioning, the survey revealed, was a "must." Murray's utility forces confirmed this information.

So, air conditioning became a focal point in the selling. The utility helped the builders emphasize through vigorous merchandising in all media that despite installation costs buyers could look forward to these advantages with gas air-conditioning: (1) a 5-year performance



**SMART DECOR**—Interior of Stone & Stone houses reflect buyer preference brought out by market research. Buyers, researchers said, wanted the rustic, near-tropical charm of California along with comfort features made

possible by quality construction and modern equipment. Builders added to this interior an indoor-outdoor motif reflecting the trend in California that delighted visitors to their Stone Hills subdivision.

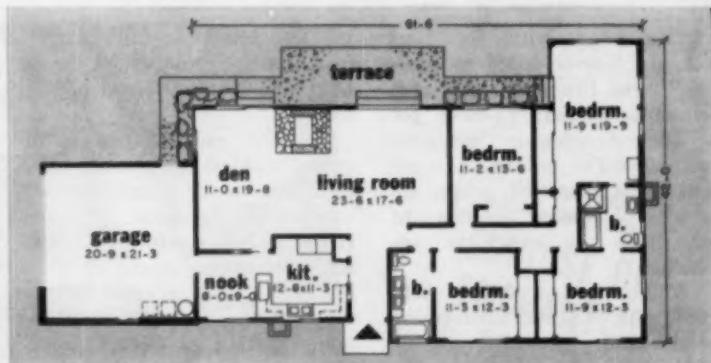


with year-round air conditioning attracts visitors night and day.

## help plan your houses

guarantee; (2) minor equipment maintenance; (3) heating and air conditioning in a single unit; (4) low operating costs due to the low regular price of gas; and (5) a special 25% discount on gas used for air conditioning during the summer months.

Gas air conditioning installed by Stone & Stone includes Arkla-Servel, while O'Keefe & Merritt built-ins are featured in the cooking centers.



**MANY APPLIANCES**—Kitchen boasts a variety of built-in gas appliances, including a Gold Star range and oven and gas-fired broiler. Utility offers a 25% discount on gas used for cooling during air-conditioning season.



**MODERN KITCHEN**—Floor plan of kitchen minimizes waste motion. Builders Stone & Stone work warm color harmonies into cabinets to compliment modern color array of new gas appliances.

## BUILDER-UTILITY BRAINSTORMING



Joseph Berwanger (left) of Ohio Fuel Gas Co. and builder Ernest G. Fritsche, study promotion results.



VISITORS THRONG to the All Gas

## IDEA: jump into new markets

"**Y**ou know what the land problem is doing to business," said Ernest G. Fritsche, Columbus builder. "You've got to convert close-in marginal land or you've got to open up rural areas then sell people on the idea of coming out there to live. Both are expensive approaches."

"Where can a utility help here?" one of the brainstorming group asked.

"If the builder is reputable and carries the respect of his community," said Joe Berwanger

of Ohio Fuel Gas Company, "a utility will provide plenty of help. We'll literally help pioneer the area."

Fritsche and Berwanger together tackled the opening of a new area in the Columbus suburbs with precision planning. It was to take the form of a full-scale promotion based on these points: (1) take a rural acreage that can be reached by existing major arteries of transportation; (2) put up a fascinating smart house that would serve as a showcase of modern design and

comfort; (3) fill it with modern appliances to delight the housewives; (4) give it a full scale promotion through all the mass media; (5) build four other models to sell alongside.

The builder-utility team opened the house first to a special press, manufacturer, and subcontractor showing. Then they invited 10,000 people by direct mail to attend the grand opening. Nearly 15,000 came the first weekend. Added to the crowd was a reluctant local police force to control traffic."



ALL GAS KITCHEN—Host of modern appliances make House of Enchantment's kitchen an attraction for women.



GAS BROILER—Ceramic coals heated by gas flame make possible smokeless "charcoal" broiling of foods.



**House of Enchantment** near Columbus, Ohio. Builder-utility teamwork opened up a not-too-populated area.

**with both feet**



**GRAND OPENING**—Traffic leading to showcase house grows so heavy on opening day local police force must be called out to control lines of cars.



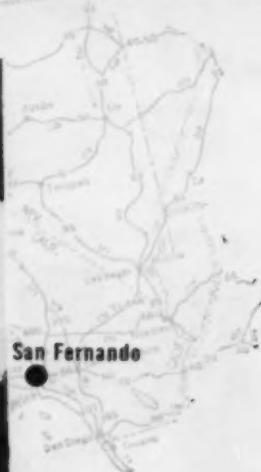
**FIREPLACE STARTER**—Gas flame starter ignites logs in handsome corner fireplace. Other gas features—gas incinerator, air conditioning and heat

**SMART INVITATION**—Every phase of promotion is handled with charm.

## BUILDER-UTILITY BRAINSTORMING



Gas company supervisor C. T. Kierker and builder Bill Garrett of Bilmar Homes discuss promotion plans.



## IDEA: gear your parade of homes

Why not tie in a parade of custom homes with utility promotion? That's what six San Fernando Valley builders did in co-operation with the Southern California Gas Co. Result: a unique Candlelight Lane Parade of Homes put together by developer Howard Ryan.

The parade features a broad variety of architectural styles, like

California ranch, rustic, contemporary, and Hawaiian. Each house includes advanced all-gas homemaking centers and all-year Arkla-Servel gas air conditioning.

Initially part of the Great Builder Series sponsored by the gas utility, the Candlelight Lane effort will be an annual event.

What did the utility do for the builders? The promotion ranged

through advertising in all the mass media, feature and directional billboards, and brochures, plus routing of traffic to the parade through Home Information Centers located in all gas company offices. Participating builders include Bilmar Homes, Inc., Skelton & Potter, Hurford Construction, Phoenix Homes, Polin Construction Co., and Flair Co.



ON THE LAWN—Builder, developer and utility representatives talk over success of promotion while standing

alongside Arkla gas lamp. Utility-builder teamwork will be repeated annually due to its success.



## to utility promotion

**BUILT-INS**—Color dominates in the kitchens. Warm pastels of built-in appliances complement natural wood tones of cabinets. Kitchen feature is sunk-in gas broiler that fires ceramic "coals" which provide effective smokeless radiant heat.



**CHARM**—Ceramic countertop provides hot-pot rests for housewife. Plan of kitchen makes for easy movements to built-in wall oven and other gas appliances. Range hood draws off cooking smoke and odors, keeping kitchen clean. This maintains color scheme with little effort.



# Summary: utility help added new fire to sales



Roland Catarinella, Pittsburgh

"You can't always guess at a market. I didn't think including air conditioning with the cost of the house would take. But it's clear to me that the year-round comfort conditioned home is here to stay."



Carl T. Mitnick, Atlantic City, N.J.

"It pays to listen to what your buyers say about your house while they're moving in and after they've moved in. That kind of listening showed that some of my oldsters bought because of low-cost heat."



Morris Stone, Los Angeles, Calif.

"How many builders, no matter how successful, can spend the time and money a utility can afford, to collect valuable market data. Let no one tell you that working with them doesn't pay."



Ernest G. Fritzsche, Columbus, Ohio

"You've got to charm people into new tracts of land. It pays to have your utility to help in planning the site, sometimes even your house design, but always your big-scale merchandising."



Bill Garrett, Woodland Hills, Calif.

"Gearing your parade to utility promotion is like adding a huge plus factor that will help boost sales. It's like having a backer who stands somewhat aside and gives you nothing but help."

Here are some of the many merchandising aids utilities offer

- Publicity
- Trade Advertising
- Classified ads
- Television ads
- Bill inserts and mailings
- Mailing lists and direct mail
- Radio ads
- Transit displays
- Newspaper ads
- Jumbo postcards
- Artwork and photography
- Service vehicle displays
- Billboards
- Press parties
- Guided tours
- Model home signs
- Kitchen planning
- Appliance displays
- Counter cards
- Chef's cooking classes
- Feature pointers
- Brochures
- Slide viewers
- Home service
- Shopping center tie-ins

# Industry leaders tell how gas products will help sell houses



CHESTER S. STACKPOLE, Managing Director

*The American Gas Association*

"There are many ways gas appliances and your gas utility will help you sell houses. For performance and dependability they are unbeatable. And your prospects are well aware of the low operating costs involved. When it comes to new home merchandising, your utility

is your strongest ally. The profit of other suppliers ends with the initial sale; but the gas meter "keeps turning" so long as the house is standing. With such an interest in your success, your local gas company is eager to become your most important permanent ally."



JUDSON S. SAYRE, Chairman of the Board

*Norge Division, Borg-Warner Corporation*

"The automatic clothes dryer is an unparalleled builder sales tool. Industry sales have jumped from 50,000 units in 1947 to about 1,400,000 in 1960. The housewife has sought out this labor-saving device to handle an average weekly laundry that has increased from

20 to 50 pounds in the last 15 years. Throughout the country builders who sell dryers in volume are the builders who sell homes in volume. These builders display dryers along with washers. Both sell houses by selling the housewife on care-free work days."



G. J. (Jack) TACKERSLEY, President

*Western Kentucky Gas Company*

"Gas air conditioning (heating and cooling) units are available in every size and for every type of application. While gas cooling is new and modern it retains the many advantages of the gas heating units that builders through the years have found so easy to sell. And that prefer-

ence is demonstrated by the fact that 8 out of 10 new homes built today are equipped with gas furnaces. Reason: the builder is sure of continuing high standards of atmosphere inside the home. And that's what he sells to prospects along with low operating costs."



JULIUS KLEIN, President

*Caloric Appliance Corporation*

"A homebuying prospect wants to be pleased and delighted when she is in the kitchen. She wants modernity, beauty and style. Gold Star gas ranges in a model home mean just that. When you install a Gold Star range you provide at least 30 superlative cooking features. You

also get the merchandising benefit of the Gold Star seal, the newest symbol of excellence and a definite mark of quality that reflects throughout the entire house. Unite Gold Star with the Blue Flame home promotion and you have an aggressive sales-making combination."



JACK D. SPARKS, Vice President, Sales

*RCA-Whirlpool Corporation*

"Thanks to the recent development of high performance, ultra-modern gas refrigerators the American builder now can offer his buyers the advantages of the all-gas kitchen. The refrigerators feature frost-free operation, automatic ice makers, and the squared architectural

appearances homemakers want. The desire for appliances like these figures strongly in the purchase of a new home. Let the builder fail to match this search for the latest and best, and he risks the loss of his reputation for 'wife-approved' homes and, ultimately, his profits."

## GUIDE TO NEW GAS PRODUCTS

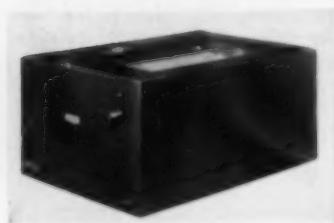
### Heating and Air Conditioning



#### Provides constant control

All-gas heating and air conditioning system provides constant climate control. Cooling is by two air-cooled absorption refrigerated-type units. Can be adapted for use with companion upflow and horizontal forced air furnaces utilizing matching coils.—The Payne Co.

**Circle No. 51 on reply card, p. 185**



#### Coil adds on

Three-ton cooling coil adds on to down-flow furnace. Complete insulation prevents "sweating," reduces air noise. Expansion valve and condensate eliminator are part of unit. Coil fins have rippled edge, are flat-bonded to seamless copper tubes for maximum contact.—Lennox Industries, Inc.

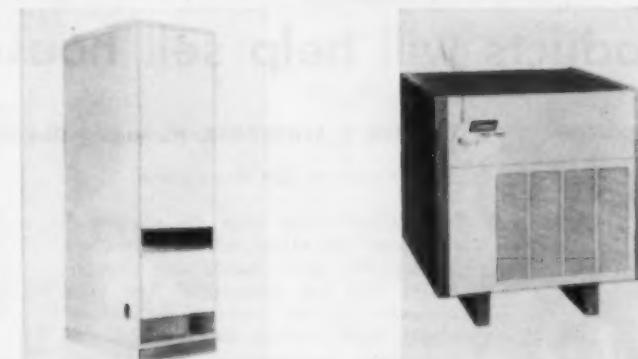
**Circle No. 52 on reply card, p. 185**



#### Installs through wall

New, 10,000-btu heater installs through the wall. Unit is designed specifically for use in small areas, like bathrooms, dens, children's bedrooms.—Temco, Inc.

**Circle No. 53 on reply card, p. 185**



#### Is just 18" wide

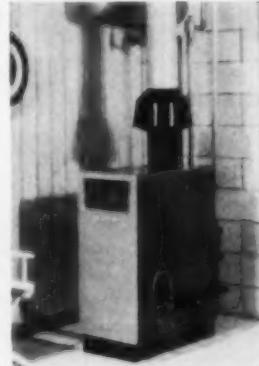
Furnace is only 18" wide, is designed for closet or alcove installation. Comes in upflow or downflow types, feature belt-driven blower suitable for use with air conditioning. Is fired by ribbon-type single burner of multi-section port construction.—The Majestic Co.

**Circle No. 54 on reply card, p. 185**

#### Sets up outside

Air conditioner installs "out-of-doors," sets up quickly, inexpensively in existing furnace and duct systems. Heat produced by gas flame in outside unit produces chilled water which is circulated through plastic pipe to cooling coil within house.—Bryant Mfg. Co.

**Circle No. 55 on reply card, p. 185**



#### Boiler is compact

Gas-fired package boiler is trim, compact, is acceptable for finished basements, playrooms. Comes with controls fully wired, installed in jacket. Circulation pump is easily accessible on back of unit. Available in four sizes with output ratings of 46,500 btu, to 113,300 btu.—Rheem Mfg. Co.

**Circle No. 56 on reply card, p. 185**

#### Cuts installation costs

Remote air conditioner provides "just right" size for homes too large for two-hp units, but too small for three-hp units. "Polar-Prince" has 2½ tons of air conditioning. Complete line includes 2-, 2½-, 3-, 4-, and 5-hp units.—The Coleman Co.

**Circle No. 57 on reply card, p. 185**

#### Goes in tight locations

Upflow furnace comes in four sizes, goes into small locations. Suitable for game or utility rooms. Can install in ventilated closet, yet leave room for water heater. Is used in year-round air conditioning systems. Measure 51" high, 26" deep, from 14" to 20" wide.—Carrier Corp.

**Circle No. 58 on reply card, p. 185**



#### Ideal for apartments

G-2 gas-fired boiler is only 33½" high, fits into closet. Louvered doors make unit inconspicuous, give easy access for maintenance. Tenant can regulate temperature to suit self. Installation cost is lower because of elimination of long pipe lines.—American Standard.

**Circle No. 59 on reply card, p. 185**

# To Build Sales from the Ground Up



build  
**BLUE STAR HOMES**

*with automatic Gas Appliances!*

...the next seven pages show how



# *Include* a modern, automatic



**The Gold Star Standards** — Only the finest ranges from the world's great Gas Range Makers qualify for this coveted Gold Star Award. To meet new Gold Star standards, a range must have at least 28 advances in performance, automation and design.

## *a Gas Range built to Gold Star Standards*

With all their marvelous improvements, Gas ranges built to wonderful Gold Star standards still cost the builder less to install, the buyer less to use. Wide choice of brands, colors and metals to beautify every kitchen. Handsome free-standing models as well as built-ins incorporate features like these to help you sell:

- Burner-with-a-Brain\*
- Automatic Roast Control
- Clock-controlled Oven
- Space-saving Fold-up Burners
- Automatic Griddle
- Self-lighting Oven and Broiler
- Smokeless Broiling
- Finest Oven Insulation
- Every Inch a Cinch to Clean

Every Gold Star Feature is pre-sold for you each year by \$30,000,000 worth of advertising and promotion material by Gas companies and range manufacturers.

## *a Gas Refrigerator with features folks want most*

Only a Gas refrigerator gives:

1. **10-YEAR WARRANTY!** This guarantee on the sealed refrigeration system is twice as long as that on any other refrigerator.
2. **IT'S QUIET!** There are no moving parts in the cooling system to make noise. Silent, dependable Gas does all the work.
3. **NO COSTLY UPKEEP!** There is nothing in the cooling system to wear out, so there is no need for expensive repairs. Economical to use because it runs on Gas.
4. **CONSTANT BALANCED COLD!** Never any "on-off" fluctuation. Freezer and food compartment temperatures automatically stay at the exact degree that keeps food best. Frost never builds up in freezer or refrigerator compartments.
5. **AUTOMATIC ICE CUBES!** (right, inset) Makes and serves cubes without bother with trays or water.

**ONLY GAS** 

# Gas Kitchen.....



**does so much more...for so much less!**



**Offer** these instant-acting,



**ONLY GAS**

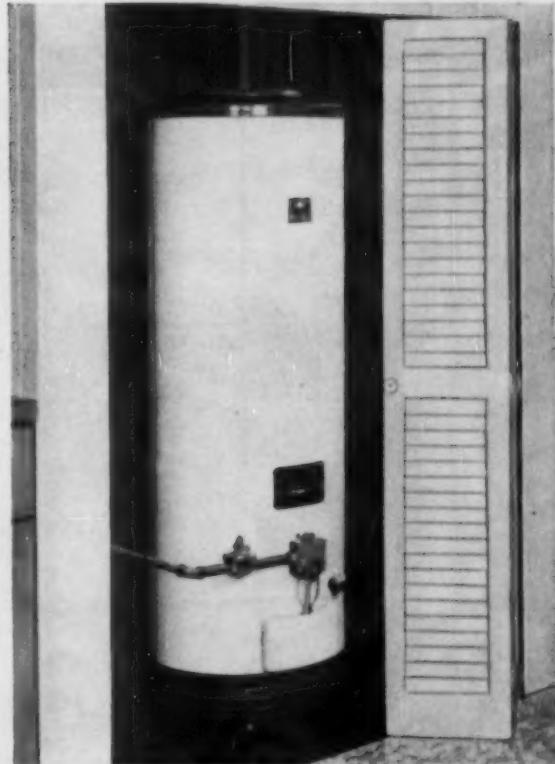


# "clean house" Gas appliances

## *Gas Washer-Dryer... saving'est on the market!*

No time wasted between washing and drying with a modern combination Gas washer-dryer. Gas starts drying instantly—no wasteful warm-up wait—wash-day chores are shortened, fuel bills are surprisingly low. An automatic Gas home laundry is a real sale-clincher—homemakers know that professional laundries use Gas, they want it too. Separate Gas dryers available, as well.

A compact washer-dryer in the bathroom or near the linen closet where it can also act as a hamper is good planning. Gas drying is so gentle there's no need to sort clothes—even the most delicate fabrics dry safely because Gas fluff-dries, never "bakes." What's more, whites stay whiter, colors brighter.

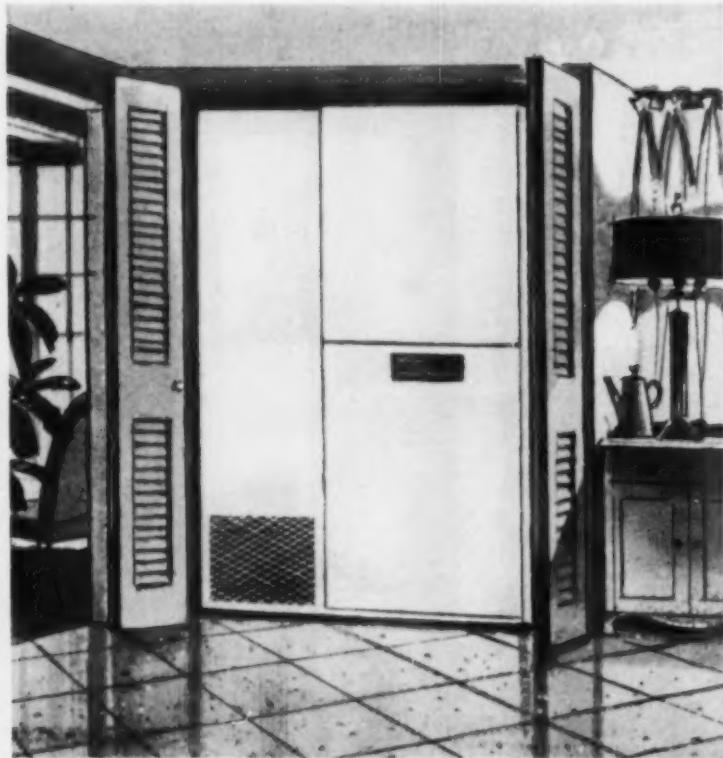


## *Gas Water Heater with full family-size capacity!*

A Gas water heater gives instant heat. There's no waste of time while it starts warming up. The moment more hot water is needed, the Gas comes on full force—automatically—starts to heat cold replacement water as fast as it enters the tank. Then it shuts off—automatically. And Gas costs you less to install, home owners less to use. It's a fact that 8 out of 10 new home buyers insist on a Gas water heater. Economy, quick service, and the luxury of having all the hot water they want are reasons why.

# **does so much more...for so much less!**

# **Build in** a system to keep the house



\*A.G.A. Mark © Am. Gas Assoc., Inc.

## *A single unit, All-Year Gas Air Conditioner*

Gas air conditioning is one of your best selling features. A Gas unit has a long life and it's economical—you can assure prospects of low monthly bills. For example, you can show a five-year warranty with this Arkla-Servel Sun Valley.\* From the builder's standpoint, too, it's your best buy—you save on installation costs because this single unit heats the whole house in winter, cools it in summer.

Point out to your customers that one simple, easy-to-use thermostat regulates the temperature of the entire house all year round. Clean, filtered air—cooled or warmed to the desired degree—circulates and ventilates constantly. Even the humidity is controlled.

## *"Fresh-Air" Gas Heating that's clean and costs less!*

Because Gas is low in cost, and burns completely, you can promise your prospects they'll save money every winter—literally hundreds of dollars over the years. In addition, they'll avoid worry over fuel deliveries—clean, dependable Gas is piped right in. You'll save, too, in initial outlay because you don't have to provide storage space for fuel. And a Gas heating unit is so compact it can be positioned to save duct work. Important selling point: a modern Gas heating installation can be converted into a year-round weather-conditioner simply by adding a gas cooling unit in the future.

# ONLY GAS



**comfortable all year round**



**does so much more...for so much less!**

**Offer** a  
**smokeless, odorless,  
 Gas incinerator**

The Height Of Luxury For Pennies A Day! Here's the cleaner, healthier living every home buyer wants. Modern Gas incinerators save prospects the nuisance of garbage carrying, lets you offer a community free from unsightly refuse piles waiting for collection day. Less danger of insect breeding, too.

A Cinch To Use! Just drop in trash, set a dial, and Gas goes to work immediately.



## -the latest innovation in outdoor lighting—Gas!

Modern outdoor lighting by Gas is picturesque and practical. The handsome posts or wall-bracket mounts are available in a choice of models to fit any architecture, to add beauty and value to a house. At night the warmth from this kind of lighting helps create a soft, hospitable atmosphere . . . another reason for prospects to buy.

Give a new look to entrances, drives, walks, parking areas, pools, patios and gardens with the soft radiance of outdoor Gas lighting. Your customers will be glad you did.

Your Gas company representative will be glad to help with planning and with any information you may want on Gas appliances and services. He'll also be happy to tell you about the national consumer advertising program and the local builder and dealer programs sponsored by the Gas company and the American Gas Association. Before you finalize plans on one more house—see your local Gas company man. He knows the home buying market, the area you're building in, and the preferences of many of your buying prospects.



AMERICAN GAS ASSOCIATION

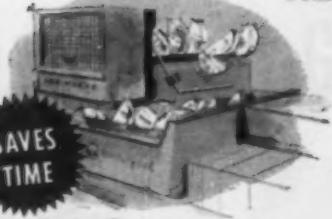


## BLUE STAR HOMES

with automatic Gas appliances  
 serve builder and buyer best!

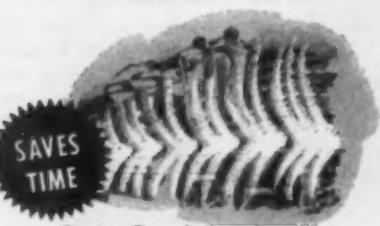
**ONLY GAS** does so much more...for so much less!

HERE'S THE FIRST AND ONLY



Only One! IceMagic®

... automatic ice maker. Every ice cube you use is automatically replaced. Holds over 100 cubes in the handy removable bin.



Only One! Jet-Cold Shelf

... chills desserts, salads, fruits, beverages super quick and without freezing.

# GAS NO-FROST REFRIGERATOR

So all new, all over...inside and out!

There's nothing else like this RCA WHIRLPOOL gas refrigerator-freezer ... a totally new concept ... a revolutionary engineering triumph. Incorporating remarkable No-Frost refrigeration (frost never accumulates in either refrigerator or freezer) ... slim, trim, squared-up design for flush fit and built-in look ... superior insulation that permits thinner walls and doors, much more food storage in same floor space ... exclusive features such as IceMagic automatic ice maker, Jet-Cold\* Shelf, Jet-Cold\* Meat Chest, Million-Magnet\* doors, and many others never before available in gas units ... this RCA WHIRLPOOL gas refrigerator-freezer is a "first" that opens up vast new sales-profit potentials for you!

\*TMK.

In addition ... the complete line of RCA Whirlpool gas appliances includes built-in ovens and surface units, dryers, and washer-dryer combinations.

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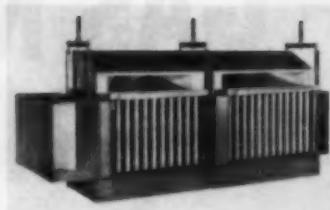
## GAS PRODUCTS



### Comes assembled

Cast-iron boiler for hot water systems comes completely assembled, wired, tested. Eliminates many set-up problems. Boilers have 4, 6, 8 sections with A.G.A. input ratings of 78,000, 115,000, 150,000 btu per hour. Can be installed on combustible floors. Height is 43".—Dunkirk Radiator Corp.

Circle No. 510 on reply card, p. 185



### Uses all gases

Sectional gas-duct furnace uses all common gases as well as Dual-fuel. Can be close-coupled for any total capacity. For air conditioning installation, unit has factory-built by-pass section with adjustable damper. Available with aluminized or stainless steel heat exchangers.—Hastings Air Control.

Circle No. 511 on reply card, p. 185

**CLEAN  
EV-  
EN HEAT?**

Certainly!—if  
you insist on  
Hot Water Heat!

ALL AROUND HEALTH AND COMFORT



This industry ad sponsored by

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\*HYDRONICS The science of heating and cooling with liquids

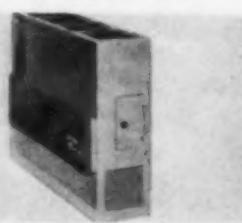
## Kitchens, Laundries



### Has squared look

Automatic washer and dryer has "squared silhouette" look. Features 11-cycle pushbutton washing, infinite level water selection, two washing actions. Dryer has modulated temperature, adjusts to moisture of the load. Available in yellow, pink, turquoise, white.—Whirlpool Corp.

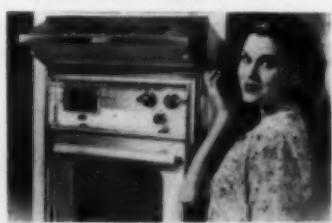
Circle No. 514 on reply card, p. 185



### Has slim design

Room gas heater is designed for slimness, comes in two-tone decorator colors. Burner and pilot operate in combustion chamber sealed from room air. Pre-assembled vent is inserted thru-the-wall, eliminates ductwork, cuts installation costs 90%. Exhausts directly outdoors.—H. C. Little Co.

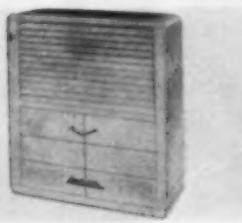
Circle No. 512 on reply card, p. 185



### Hood is self-contained

Range hood needs no vent, uses charcoal filter and motor blower unit to remove odors, smoke, dust. Is fitted with grease filter. Unit slides in space 5 3/4" deep by 6" high over any built-in oven. Hood recirculates air through two filters every ten minutes.—Ductless Hood Co., Inc.

Circle No. 515 on reply card, p. 185



### Protects from failure

Operation of wall heater is completely automatic, has safety shutoff valve which protects against gas failure. "Vent-O-Magic" affords a 17,500 BTU input rating, heats 1,750 cu. ft. of space. Burner is one-piece cast iron with non-clogging parts. Comes in two finishes.—Ohio Foundry & Mfg. Co.

Circle No. 513 on reply card, p. 185



### Speeds dish washing

Dishwasher-dryer gives an even water distribution to all corners, allows real random loading. Pump forces water through "Z" arm, sends it to all corners. Pre-rinse cycle (used before full wash) prevents accumulation of sticky food on dishes.—Waste King Corp.

Circle No. 516 on reply card, p. 185

# Look what Gas is building-in for you!



This is the Gold Star of Excellence! It serves as your guarantee of Quality. To win it, each range must be better in at least 28 specifications—more advanced, more automatic, more efficient, better designed. *Only the finest ranges, regardless of maker, earn a Gold Star.*

## Your houses will sell faster when women see this Gold Star!

**Built-in Selling Advantages . . .** Ranges built to Gold Star standards have the features women want: automatic roast controls, automatic burner controls, even automatic rotisseries! These features will help sell houses. Gold Star quality pays off in building *your reputation*, too—most women judge your whole house by details like this!

**Built-in Acceptance . . .** Both the manufacturers and the American Gas Association are pre-selling Gold Star award-winning ranges to millions of Playhouse 90 viewers, to millions more who see page after page of beautiful 4-color ads in top national magazines. Local advertising and promotion too. A total of \$50,000,000 support.

**Built-in Cost Advantages . . .** Lower installation costs of Gas built-ins save you money. Lower use and upkeep costs with Gas appliances, make important savings for your home-owner-to-be . . . a big selling advantage. Call your local Gas Company for free help in planning better kitchens.

AMERICAN GAS ASSOCIATION

### Look for these famous names:

BROWN FEATURAMIC • CALORIC  
CROWN • DETROIT JEWEL • DIXIE  
EAGLE • GAFFERS & SATTLER  
GLENWOOD • HARDWICK • MAGEE  
MAGIC CHEF • MODERN MAID  
MONARCH • NORGE • O'KEEFE & MERRITT  
PREWAY • REAL HOST  
RCA WHIRLPOOL • ROPER • SUNRAY  
TAPPAN • UNIVERSAL • VESTA  
WEDGEWOOD-HOLLY • WELBILT

© Am. Gas Assn., Inc.

**No wonder . . .**

**Today more people than ever are cooking with  GAS!**



## *Introducing the Arkla* **VAPORGLIDE**

Arkla-Servel proudly announces a design and engineering vehicle which:

1. Gives  $\frac{1}{3}$ rd more power without pistons or valves.
2. Provides lowest ownership cost...full 5-year warranty.
3. Is vibration-free...never needs a tune-up.
4. Has double and triple normal life expectancy, because there are no moving parts to wear out.
5. Won't lose capacity or jump operating costs with age, because it has no efficiency-robbing friction.

No, that's not a space age automobile...it's the Arkla-Servel Sun Valley All-Year gas air conditioner, as it compares to conventional electric central system air conditioners.

Building this kind of satisfaction into your homes is the best way we know of assuring future sales and stopping profit-robbing recalls at the same time.

If you find the comparisons above a bit hard to believe, we respectfully invite you to talk to your local gas company, or write Arkla Air Conditioning Corporation.



MAGIC **GAS** AIR CONDITIONING



ARKLA AIR CONDITIONING CORP. • SHANNON BLDG. • LITTLE ROCK, ARK.

# Show you know...



with a new **TAPPAN** Gas built-in  
that's won the Gold Star!



New features show you know quality!

This Tappan has the features women want—like automatic roast control, that turns Gas off when roast is perfectly done. Clock controls give perfect baking—and the famous Gas Burner-with-a-Brain\* makes range-top cooking automatic, too!



Easy upkeep shows you know women's wants!

No messy boil-overs to clean up, when she cooks on the automatic Burner-with-a-Brain! This award-winning Tappan is easy-to-clean all over, too! Grates, racks, even the oven bottom lift out easily, wipe clean. Rustproof, stainproof surfaces resist dirt!



Good design shows you know kitchen planning!

This sparkling automatic rotisserie is sure to be the center of many a party meal. *Build it in* as a feature of your homes—at no extra construction cost—simply by choosing a modern, fully-automatic Gas range like this Tappan.

## The Gold Star Award shows you know appliances!

This Gold Star is awarded by A.G.A. to the finest ranges of all. Each must be more automatic, more modern, better designed in every one of at least 28 specifications—to win a Gold Star. It means they cook faster, cooler, cleaner than ever—automatically!



The Gold Star sells for you, too! Most women judge your whole house by what they think of details like this—silly, perhaps, but true. When you build a fabulous new Gas range, built to Gold Star standards they trust, you build your reputation for quality! The popularity of Gas helps sell your homes, too; remember, Gas is chosen to heat 8 out of 10 new homes! Call your local Gas company for help in planning better kitchens.

\*A.G.A. Mark © Am. Gas Assoc., Inc.

*No wonder . . .*

**Nothing cooks, looks, or sells like a *TAPPAN***

# At Long Last!

## HYDRONIC\* HEAT FOR ALL YOUR HOMES



With the New  
**HYDROTHERM**  
"M-95"

### PACKAGED GAS HEATING SYSTEM — ENGINEERED JUST FOR BUILDERS.

This gas-fired hydronic package is so well suited for modern homes, so economical to install, so right in every way . . . that we'll stake valuable engineering time to convince you.

#### MAKE US PROVE IT!

Send your construction plans. We'll show you how Hydrotherm's advanced engineering will pay off for you and give you luxurious hot water heat at no extra cost.

\*Hydronics — the science of heating and cooling with water.

Write Today. Make Us Prove It!

**HYDROTHERM®**

Dept. 13AB NORTHLAVER, NEW JERSEY

FIRST IN HYDRONIC GAS HEAT



### GAS PRODUCTS

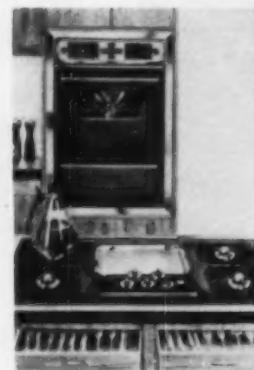


#### Takes little space

Range hood fits above any oven, takes up little cabinet space. Complements all built-in units. It exhausts out the back, can be vented through the wall, up through the roof. "Rangaire" hood comes complete in standard sizes to fit all ovens, ready to install.—Roberts Mfg. Co.

Circle No. 517 on reply card, p. 185

#### Gold Star Ranges



#### Top drops in

"Super-Thin" range slips in and out easily, requires only one cutout for installation. Controls are top-mounted, needs no front cutout. Allows room for drawer space. Large oven is 18" wide, includes rotisserie. Range includes griddle. Comes in five decorator colors.—Tennessee Stove Works

Circle No. 520 on reply card, p. 185



#### Needs no ice trays

Gas refrigerator (CT-GI-110) keeps supply of ice cubes on hand, needs no tray filling. Automatic ice server shuts off by itself when bin is filled. Has "Food Freshener" coil, glide-out shelves. Includes separate freezer compartment, holds 59 lbs. of frozen food.—Norge.

Circle No. 518 on reply card, p. 185

#### Mounts in wall

Compact gas refrigerator mounts in wall. Operates with no moving parts, has no vibration or hum. Automatic controls are located behind front grill. Cabinet is aluminum with foamed plastic insulation. Doors may be hung from either side, have removable face panels.—Norco, Inc.

Circle No. 519 on reply card, p. 185

# CO- LD FLOORS?

Never again if  
you insist on  
Hot Water Heat!

ALL AROUND HEALTH AND COMFORT



This industry ad sponsored by

**WEIL-McLAIN**  
COMPANY

Michigan City, Indiana

\*HYDRONICS: the science of heating and cooling with liquids

# HARDWICK BUILT-IN

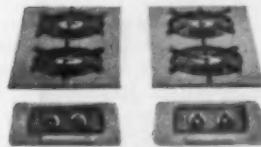
## GAS RANGES



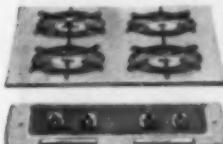
**COUNTER UNITS AVAILABLE IN**  
Brushed Chrome or Coppertone



Drop-In Unit



Divided Unit



Cluster Unit

*Dazzling Decorator-Design,  
Six Sparkling Fashion Colors!*

Yellow • Pink • Turquoise • Coppertone  
Brushed Chrome • White

Hardwick offers three styles of surface units for maximum flexibility in price and kitchen design. A new, economical Drop-In Unit has controls on the cooking surface, necessitating only one cabinet cut-out. A Divided Unit consists of two, high-speed burners. Two or more of these can be installed. The Cluster Unit, with four, high-speed burners, has control panels in front and is used alone or with Divided Units.

No other manufacturer offers anything like the Hardwick two-oven installation. One oven features the famous Hardwick EquaFlo burner for perfect balanced-heat baking and broiling. The other has MicroRay, the sensational ceramic burner, with the thermostatically-controlled rotisserie. This unique combination speeds sales of luxury homes, such as shown in the illustration below.

*Write for full information*

**FOR HOMES IN EVERY PRICE BRACKET**

Hardwick, America's foremost manufacturer of gas ranges, presents a new, greatly expanded line of beautiful Built-ins . . . six fashion colors, two ovens and three surface unit designs. The most complete, trouble-free, salable line ever offered. Hardwick Built-ins accent ease and economy of installation — for budget and luxury homes.



Please send me a full-color folder on the new line of Hardwick Built-In Gas Ranges.

I am a **BUILDER**  **BUILDING SUPPLIER**  **KITCHEN SPECIALTY FIRM**

ARCHITECT  \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



**HARDWICK  
STOVE COMPANY**

Cleveland, Tennessee

AB-9

# Controlled humidity sells homes!

here's why:



## AN IMPRESSIVE SALES FEATURE

Prospects readily recognize that *only* a quality home includes a quality humidifier.



## PREVENTION OF DAMAGING DRYING

Cracked plaster, separated floors and paneling, static electricity are all indications and results of too-fast drying out of materials because of the lack of sufficient moisture in the heated indoor air. Maintaining proper relative humidity will prevent this excessive dryness, the damaging dimensional changes that can occur to ruin a sale, and the expensive call-backs after a sale.



here's how:

**RP® Aprilaire® HUMIDIFIERS**

The finest in forced humidification

**RESEARCH PRODUCTS** *Corporation*  
Madison 1, Wisconsin

**RESEARCH PRODUCTS**

Dept. 960-I, Madison 1, Wisconsin

Send me complete information on the Aprilaire Humidifier.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

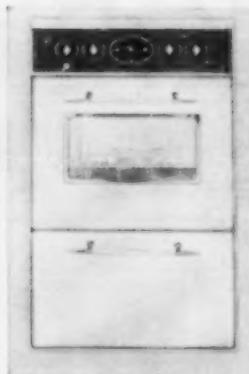
## GAS PRODUCTS



### Enhances kitchen decor

New 40" cabinet-type range and oven has concealed interior, enhances kitchen decor. Features convenient-level baker and thermostatically-controlled broiler with rotisserie. Four counter burners are controlled from front. Top lifts out for easy cleaning.—Geo. D. Roper Corp.

Circle No. 521 on reply card, p. 185



### Comes in many styles

Gas ovens appear in 14 different styles. Units feature honeycomb pattern on control panel and oven window. Has built-in exhaust vent, measures 30-40 inches. Surface units come in 11 different types. Colors are copperloy, justerloy, turquoise, yellow, pink and white.—The Tappan Co.

Circle No. 522 on reply card, p. 185

### SELL FASTER WITH

## QUI- ET HEAT?

Certainly!—if  
you insist on  
Hot Water Heat!

ALL AROUND HEALTH AND COMFORT



\*HYDRONICS The science of heating  
and cooling with liquids

## SELL FAS- TER WITH QUIET HEAT

### You Bet You Will!

if you make  
full use of the  
personalized  
powerful new

## Slant/Fin BUILDER'S PROGRAM

Send now for full details of  
this free profit-making program.

SLANT/FIN RADIATOR CORP., 130-15 89th Road, Richmond Hill, N. Y.

Please rush me the whole story of your BUILDER'S PROGRAM. I'll gladly tie-in if you show me how to sell my \_\_\_\_\_ No. \_\_\_\_\_

houses faster. My model(s) will be started (Date) \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

My Name \_\_\_\_\_

# Modern Maid

## FIRST AND ONLY DOUBLE OVEN GAS BUILT-IN

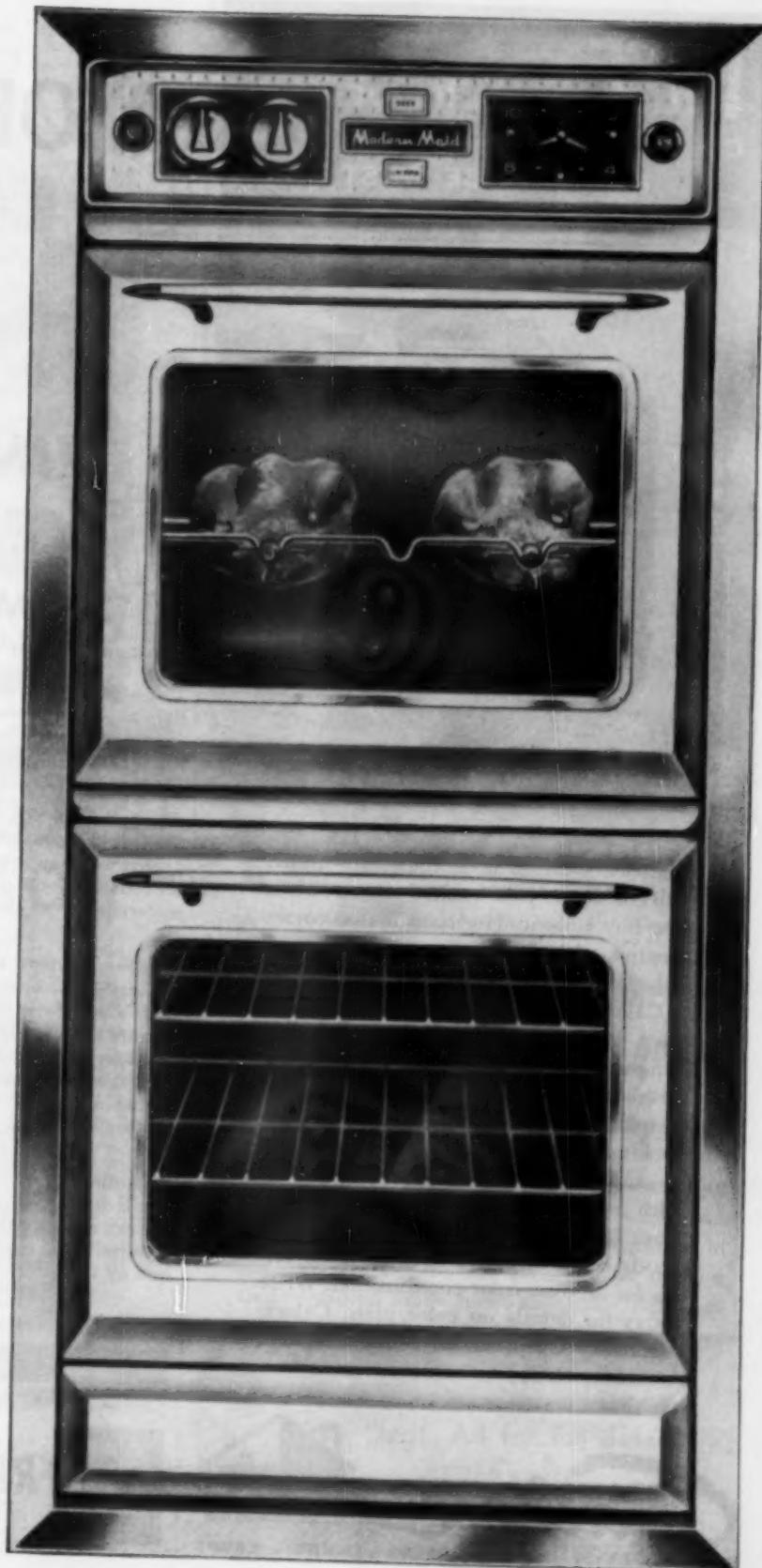
MODERN MAID scores two more firsts with the introduction of the double oven gas built-in and the amazing new "Infra-Ray" ceramic burner in a built-in oven.\*

Upper oven has separate heat control for "Infra-Ray" ceramic burner containing thousands of tiny ports. The intense heat travels through rays directly to the food. Broiling, roasting, or barbecuing is unbelievably fast with penetrating 3-micron heat waves.

Lower oven equipped with its own "Flame Master" oven control which accurately controls baking and roasting temperature and also provides low temperature (140°-250°) to keep cooked foods ready to serve without overcooking. Each oven is a full 18" wide, yet both ovens fit in one standard 24" oven cabinet.

\*MODERN MAID also FIRST with "Super Thin" range tops only 3" deep which drop in above drawer space, FIRST with big 18" oven and no exposed gas vent.

NAHB Show, Chicago  
Spaces 868 Coliseum, 335 Hilton  
**TENNESSEE STOVE WORKS**  
Chattanooga 1, Tennessee



# FREE...from Caloric

COLOR COORDINATED KITCHEN  
BY BEATRICE WEST



Beatrice West, famous color consultant, will color-plan your kitchen—**FREE**—when you buy Caloric. Her coordinated colors create kitchen beauty for working, living, entertaining.

Caloric ingenuity accents kitchen planning with built-in or free-standing gas ranges, with Roto-Roaster Rotisserie, Keep-Warm Oven System, and automatic controls, ventilating hoods that remove cooking odors, banish grease, purify air . . . sinks in single or double-bowl styles with acid-resisting porcelain-enamel finishes for easy cleaning. Both sinks and hoods come in colors that match built-ins for all-over color coordination. Write today for details on color plan. Caloric Appliance Corporation, Topton, Penna.

**Caloric**  
RANGES • BUILT-INS • DISPOSERS • SINKS • HOODS



# Build MODERN!

## "LIVING PLEASURE"

HOMES with LP-GAS

**Cheaper to build—easier to sell**

These days, you can't afford to build new homes, then have your money tied up waiting for buyers. That's why more sensible builders are equipping homes everywhere—town, suburb and farm—for LP-Gas, the "Living Pleasure" fuel.

**LP-Gas homes cost less to build**—and that's always welcome news. Modern LP-Gas heating and air conditioning don't need the expensive insulating materials the way other fuel systems do.

**Modern LP-Gas appliances help you sell** the house. More women prefer to cook with gas. And there's a wide variety of fully automatic built-in burners and ovens. (Ever notice how a woman always heads for the kitchen when she's looking at a house?) Faster, more efficient LP-Gas water heaters and clothes dryers cut down on operating costs, too—another big selling point to any home buyer.

Regardless of the style of homes you're building, you'll build *modern* when you specify LP-Gas. There's a National LP-Gas Council Dealer in your area ready to help you. Visit him soon! You'll know him by this seal:



Look For This Seal—  
Then Buy With Confidence



**FREE**

Fact-filled book of uses of LP-Gas (Liquefied Petroleum gas—bottled or bulk gas), the "Living Pleasure" fuel. Write for your copy to: National LP-Gas Council, Dept. F-4, 1515 Chicago Ave., Evanston, Illinois



Style-Line Super  
Model M312-16

Style-Line Custom  
Model M302-16

**ROPER**

**Style-Line "30"**

# New "BUILT-IN BEAUTY"

## without the cost!

*New Roper "Style-Line Design" eliminates costly installation ... pleases every prospect*

*Beautiful! — and so easy to install! Slides neatly into pre-planned alcove between built-in cabinets to create a fresh, unbroken line of kitchen symmetry. Occupies only 30 inches of space!*

*Profitable! — Gives the "built-in look" without the expense. No costly cut-out work. Minimum crew time. One simple gas connection. Plan for bigger profits — plan around the smart new Roper Style-Line "30" and be first with the newest!*

*Sleek, streamlined styling in fashionable coppertone finish*

Here's sales magic for your showroom display ... stunningly beautiful in rich coppertone finish that harmonizes with any decor. Here's kitchen-planning flexibility that lets you create strikingly original kitchens at low cost. Here's the name all America knows and identifies with the finest in gas cooking. Big 25-inch Bake-Master oven, 4 Simmer-Speed top burners, automatic oven heat control, oven light and window. Famous Roper lifetime construction. Send for details today!

**Write Dept. AB for full details**

**GEO. D. ROPER SALES CORP.**  
A Subsidiary of Geo. D. Roper Corporation  
KANKAKEE, ILLINOIS

## GUIDE TO NEW GAS PRODUCTS



### Has many new features

New gas built-in features recessed controls, speedy cleaning, instant lighting. Cooking surface has a "burner-with-a-brain." Controls are set at natural, easy-to-see angle. Oven is large (24"), has full length burner, broiler; non-fogging view window.—Vesta; Athens Stove Works, Inc.

Circle No. 523 on reply card, p. 185



### Cook-top drops in

Counter-top burner unit drops-in swiftly, has control dials right on surface. Complete cooking plan includes two built-in ovens. One has balanced-heat for all baking. "MicroRay" feature on other oven cooks twice as fast with half the gas usually needed.—Hardwick Stove Co.

Circle No. 526 on reply card, p. 185



### Takes a built-in form

Free-standing gas range has modular form of built-ins. Effect is achieved by placing unit between two base cabinets. Construction requires no special wood-working. Unit is standard; 36" high and 25" deep. Available in L-top or divided-top burner set-ups.—The Sunray Stove Co.

Circle No. 529 on reply card, p. 185



### Is part of family room

By use of Large-size Partition "Convertible" kitchen is part of family room. Allows meal preparation while watching children. Custom look is created by the oven and four-burner cooktop. Oven, burner unit, hood and backsplash are finished in matching cappertan. —Suburban

Circle No. 524 on reply card, p. 185



### Oven is clock-controlled

Built-in units feature clock-controlled oven. Top panel removes by loosening only four screws, gives easy access to wiring. Broiler adjusts to three positions. Oven has round corners for easy cleaning. Burner spreads heat evenly, comes in two- or four-burner tops.—Dixie Products, Inc.

Circle No. 527 on reply card, p. 185



### Combines burners and oven

"Compacto 30" combines burners and oven in a floor-supported counter unit. Offers advantages of built-ins but requires no supporting cabinets. Range top is 30" wide, oven is 20" x 20". Has automatic oven-broiler ignition, waterfall top with dripless edge.—Caloric Corp.

Circle No. 530 on reply card, p. 185



### Has eye-level controls

The "Contempo" gas range can mount on wood or metal base, hang from wall. All controls are at eye level, and are edge-lighted for easy reading. Presents all-chrome oven with separate broiler. Entire unit (including four burners) measures 40". Venting is at top of oven door.—O'Keefe & Merritt

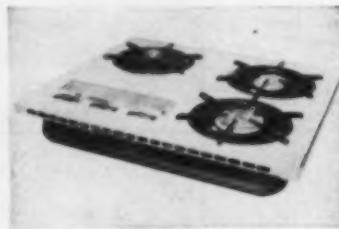
Circle No. 525 on reply card, p. 185



### Cooking unit folds in

Two-burner unit folds into its own brushed-chrome cabinet when not in use. Used in pairs, can be set side-by-side, separately or back-to-back. Design puts four gas burners in less than two feet of counter space. Has thermostatic top burner, automatic working light.—Magic-Chef

Circle No. 528 on reply card, p. 185



### Leaves drawer space

Three-burner surface unit is only 3" deep, leaves plenty of room for drawer space. Fits into 24" base cabinet, drops into one cutout in finished countertop. Porcelain burner box has snap-off top, makes unit easy to clean. Available in seven finishes.—Vernois; Mt. Vernon Mfg. Co.

Circle No. 531 on reply card, p. 185

# For the most beautiful kitchens of them all...



*As seen on THE PRICE IS RIGHT*



## BRONZEGLOW. BIRCH

Stocked by 59 distributors across the country—  
see telephone book Yellow Pages, or write us.

Construction and finish of exceptional quality—  
hollow core doors, nylon roller drawer guides.

...and beautiful bathrooms, too!



H. J. SCHEIRICH CO.  
250 OTTAWA AVENUE, LOUISVILLE 9, KENTUCKY



# Now! Complete home heating and cooling with Trane "big system know-how!"

*At down-to-earth prices! A  
TRANE Climate Changer in  
any home...in any climate lets  
you sell competitively and fast!*

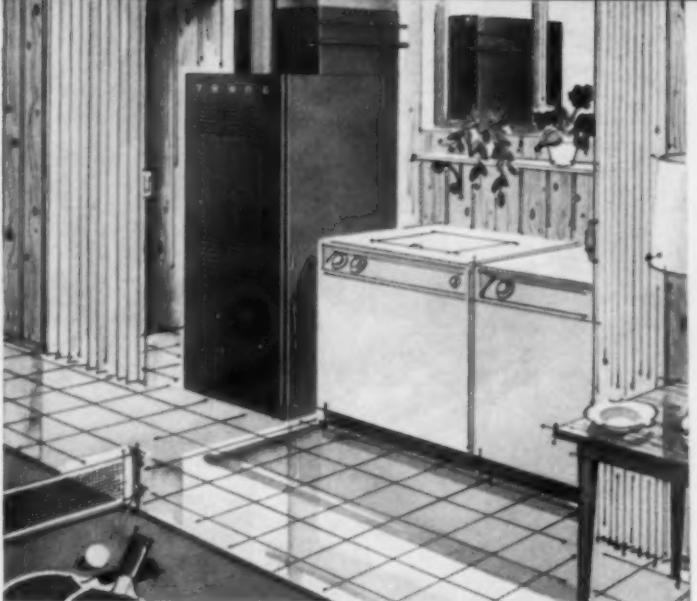
You'll sell your homes faster, easier with TRANE quality air conditioning. TRANE enables you to meet the demands of today's quality-conscious buyers. And meet them head-on competitively because TRANE costs no more. Yet TRANE brings you all the experience and know-how of a leader in air conditioning—*everything* from skyscrapers to jet planes to subway trains!

TRANE Climate Changer units give you a wide choice of systems for heating, cooling—or both. And each TRANE Furnace is designed from the beginning for the easy addition of air conditioning—now or later!

Let TRANE Air Conditioning help you sell! It's quality air conditioning . . . matched equipment, designed and built together to work together. And the name TRANE on your heating-cooling system helps mark yours as a quality home.

Complete facts are available from your nearby TRANE Sales Office. Call the number listed under "Air Conditioning" in the Yellow Pages. Or write TRANE, La Crosse, Wisconsin.

**2. NEW HEAT PUMP HEATS, COOLS.** TRANE air-to-air Heat Pump operates electrically for heating and cooling an entire home. Uses no water, requires no fuel: Sizes for any home. Outside compressor unit features upward air discharge for quiet operation, freedom of location.



**1. FOR HEATING AND COOLING ANY TYPE HOME**—combination furnace and air conditioner. This TRANE Climate Changer may be oil or gas-fired warm-air type (upflow or downflow). Matched cooling unit shown on furnace; may be added later if owner desires. Capacities available: Heating—from 77,000 to 154,000 Btu; Cooling—2, 3, 4, 5 or  $7\frac{1}{2}$  tons.

## **With TRANE you can:**

**Heat and Cool any type home** with a TRANE matched Furnace and Air Conditioner. (Picture #1.) Cooling may be optional. Owner can add matching cooling unit later, using same ductwork.

**Heat and Cool entire home** electrically with a TRANE Heat Pump. (Picture #2.) Central duct system distributes both heating, cooling. Uses no fuel, needs no chimney.

**Provide separate cooling** for entire home with a TRANE Fan-coil unit. (Picture #3.) Ideal for use with TRANE Baseboard or other hot water heat, where there is no central duct system, or with electric resistance heating.

**For any air condition, turn to**

# TRANE

MANUFACTURING ENGINEERS OF AIR CONDITIONING,  
HEATING, VENTILATING AND HEAT TRANSFER EQUIPMENT

THE TRANE COMPANY, LA CROSSE, WIS. • SCRANTON MFG. DIV., SCRANTON, PA.  
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100 U.S. AND 19 CANADIAN OFFICES

**3. FOR SEPARATE COOLING.** This TRANE Fan-coil unit nestles into attic, crawl space, basement, utility room or garage. Cools entire home through its own ductwork system, matched refrigeration unit located outside. Available in 2, 3, 5 and  $7\frac{1}{2}$ -ton models.





the name  is magic

# Magic Chef

More women cook on Magic Chef than on any other range. Women the nation over know and trust the name. That's why Magic Chef built-ins help sell houses! Yet, they are competitively priced with many brands of lesser prestige and quality.

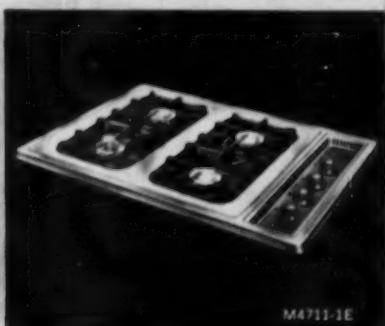
Another Magic Chef plus for builders: simple, low-cost installation. Known brand, competitively priced, easy to install — that's Magic Chef. Write, phone or wire for details.



**Fold-Away** — A new concept in cooking convenience, this fully automatic unit is an ideal companion to Magic Chef built-in ovens . . . installs in minutes!



**Deluxe Built-In Oven** — Simple unit design keeps installation costs to a minimum. Easy access to electric and gas feed-ins. Wide selection of colors!



**Four-Burner Drop-In** — Easy to reach top controls. Unit fits all standard 24" cabinets. Colors to match oven and harmonize with rest of kitchen!

put a touch of magic in your sales

**Magic Chef®**  
CLEVELAND, TENNESSEE

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EDWARDS . . . the one dependable manufacturing source for all hydronic and electric heating and cooling equipment . . . for new homes, older homes, motels, apartment houses, schools, churches, etc. Factory guaranteed . . . virtually eliminates costly call-backs. Edwards zoned systems are competitively priced with non-zone hot air systems and are completely assembled at the factory.



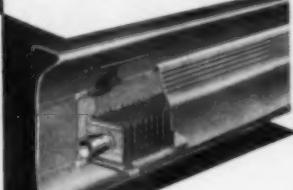
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Space-saving design (3' long x 2' wide x 3' high). Completely wired. 100% automatic air elimination. Oil-fired units are completely smokeless; feature rumble suppressant design. 100,000 to 3,000,000 BTU/Hr capacities.

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Lengths from 2 to 20 feet. Installation is simple and fast; quiet wire slide for  $\frac{1}{2}$ " and  $\frac{3}{4}$ " sizes. I.B.R. approved ratings.

Available in chrome, copper-tone, wood-grain, white primer coat.



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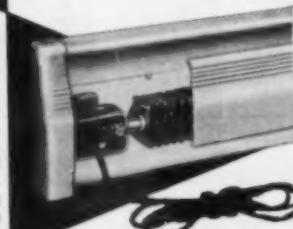
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Low cost. Perfect for zoned heat — just plug it in.

No need for pipes, ducts, furnaces or chimneys. Portable models also available.

Lengths from 3' to 12' in chrome, copper-tone, wood-grain or white primer coat.



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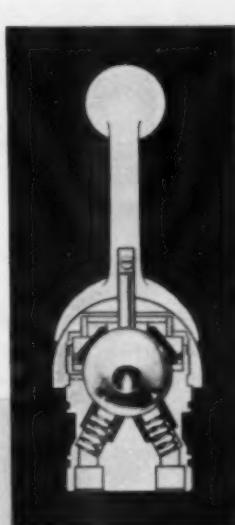
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# Delta

## SINGLE-HANDLE BALL FAUCETS



*the faucet that's "on the ball"  
and the ball is the*



**ONLY  
ONE  
MOVING  
PART...**

Here shown is a cut-a-way of the heart of the Delta Faucet. Note the expert simplicity in design excellence. Having only one moving part (the BALL) it is readily understandable WHY the DELTA FAUCET is considered the FINEST.

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Literature available upon request.

# Suddenly... your costs drop on every job!

VESTA built-ins with a flair for tomorrow



CABINETS BY DIXIE MAID



No wonder she loves Vesta. She's proud of the impressive styling . . . she adores the automatic features you've provided.

These are the things which *close sales fast* . . . and protect your reputation, too!

"and . . .  
I love 'em!"



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NEW! Push-in  
frame always  
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EASY! Drop-in  
cook-top only  
2 1/4" deep!

famous gas and  
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ranges, too!



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**VESTA®**  
the luxury touch  
Gas or Electric Models

*These are the reasons  
I wanted the home with a*



# Rangaire

## KITCHEN RANGE HOOD

"We looked at a lot of homes before we finally bought... some good... some better. Of course the kitchen was always the most important thing to me... and when I saw that Rangaire hood... well, I knew right away... this is the one for me. Naturally there were other important things about the home that influenced us too... but that beautiful Rangaire hood added the final touch that just makes my new kitchen. Personally, I think Rangaire has the smartest styling of any I've seen.

I knew about Rangaire from my favorite magazines and the quality is so-o-o obvious when you just look at it. This also convinced us that the builder must have used high quality materials in the rest of the house too.

I just love the beautiful wipe-clean finish on my

Rangaire and the way the light bulb, wires, and all those other things are all neatly enclosed... makes it so easy to clean... and dip-clean filter... well, what more can you ask. I'm not ashamed to open my cabinets either... none of those unsightly tin pipes you see in some places... no sir... my Rangaire hood matches my range top and oven perfectly and even the back splash and ducts are painted the same color... and they take up so little cabinet space too.

Like I said... my Rangaire hood wasn't the only reason I wanted this house... but it sure was an important factor... can you imagine... all this and it keeps my kitchen cool, clean, and fresh besides. I think every homemaker should have a Rangaire in her kitchen.

### CLEAN, SMOOTH DESIGN

No exposed wiring or light bulbs under the hood. Beautifully finished, Hi-Bake enamel surfaces wipe clean in a jiffy.



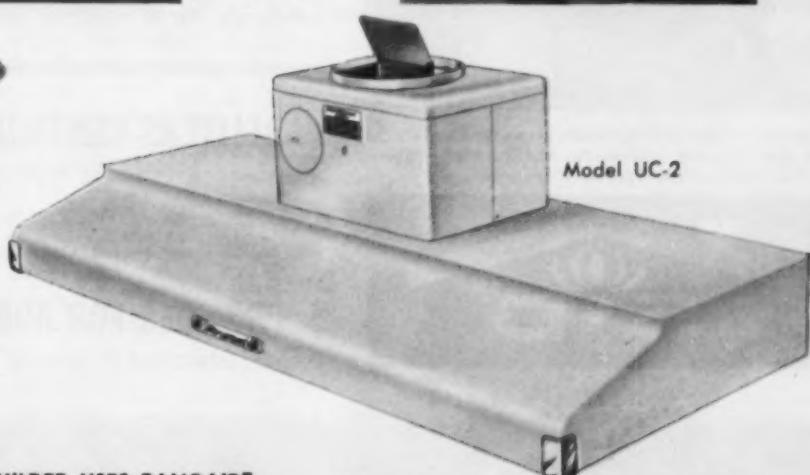
### EASY TO CLEAN FILTER

Permanent aluminum foil type filter traps greasy vapors — keeps fan and motor clean. Easily removed for simple dip washing.



### Note to Builders:

The country's full of gals like this... Cash in on them today. Builder-Engineered Rangaire Hoods color match all major appliances and all necessary parts for the complete installation come in a single package... no extras to buy — no hard to find parts. Nationally advertised Rangaire offers you a complete line of models, sizes, and prices to select from. See your Rangaire dealer today.



### AWARD WINNING BUILDER USES RANGAIRE

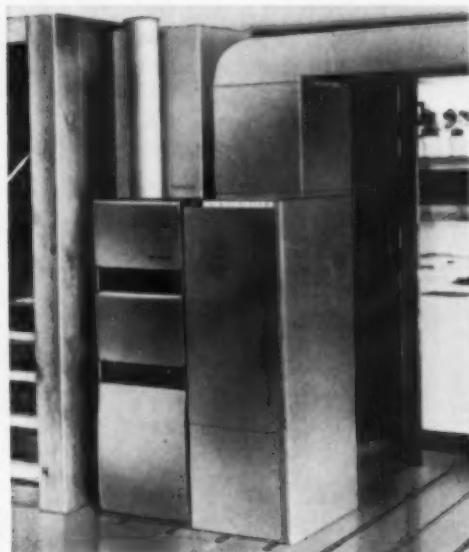
Builder, Norman Igo of Lubbock, Texas, merit award winner of Parents' Magazine's 10th Annual Competition for "Best Homes for Families with Children" uses Rangaire products regularly in the homes he builds.

### Send for free literature

on Rangaire's complete line of Builder-Engineered Kitchen Range Hoods, Radio-Intercom systems, Electric Bathroom Heaters, Central Air Conditioning Systems and Furnaces. Roberts Manufacturing Co., Cleburne, Texas.

# WHAT? A HEATING SYSTEM

Announcing, Carrier's New 5-Dimension Heating Package That...



The key to this 5-Dimension Heating Package is the new Carrier Automatic Air Purifier—shown on the right of the Carrier Furnace.



## 1. CONTROLS WINTER HUMIDIFICATION—

provides just the right amount of moisture all the time . . . never too little or too much.

---

## 2. PROVIDES WHOLE-HOUSE ODOR REMOVAL—

whisks away even such smells as cabbage and stale tobacco from every room in minutes.

---

## 3. AUTOMATICALLY CLEANS AIR—

reduces dust, dirt and pollen automatically, with constant efficiency, for a healthier home.

---

## 4. DELIVERS CONTROLLED HEATING—

maintains a constant temperature within 2° of thermostat setting.

---

## 5. PROVIDES FOR ADDITION OF COOLING—

future installation of cooling unit is simple and economical.

# WITH HOUSEWIFE APPEAL?

Carrier's new 5-Dimension Heating system can help you sell more homes...with housewife appeal.

When you talk about removing household odors, easing the lady's cleaning problems, and maintaining comfortable, healthful humidity for her family, you're selling the woman on her own terms. And, of course, well-regulated heating and the possibilities of future cooling are considerations that every member of the family is interested in. But the point is: Now, the heating system in your homes need not be just another commodity—it can be a potent, sales-clinching feature when you install the Carrier 5-Dimension Heating Package.

## Here's How 5-Dimension Heating Can Help Sell Your Homes

Have your salesmen put these questions to all your prospects, especially women:

1. How would you like to cut your dusting and cleaning time in half?
2. How would you like to be rid of pungent food odors—like cabbage—as soon as the cabbage is eaten?
3. Is anybody in your family a hay fever or allergy victim?
4. Have you ever found an effective way of removing dense tobacco smoke and close, stale air when you have a party?
5. Do any of your children suffer from dry skin, eczema?
6. Did you ever wish you could find a way to stop your valuable furniture from developing those loose, creaky joints in the wintertime?
7. Will you ever consider installing air conditioning in the future?

You're going to get a lot of "yes" answers to these questions, and it only takes *one* to establish a big sales plus for your home . . . if you have Carrier 5-Dimension Heating.

## Prospects Can't Resist This Nose Test—Smelling Is Believing



Does the Carrier 5-Dimension Heating system really remove odors? In case your prospects have some reservations, the Carrier nose-test kit is a clincher. Put the odor cartridge in the Odor Control Demonstrator. Let the prospect smell how odors go right through an

ordinary filter. Then, you can demonstrate how a few drops of Carrex fluid on a similar filter completely remove the odors before they reach the prospect's nose. It really works! And your local, franchised Carrier Dealer has plenty of these kits on hand.

## FOR MORE INFORMATION MAIL THIS COUPON NOW

Carrier Air Conditioning Company  
Syracuse, New York

Please send me complete details on Carrier's new  
5-Dimension Heating.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**Carrier** Air Conditioning Company

A DIVISION OF CARRIER CORPORATION

# INTRODUCING...

## THE NEW *Broan* MIXED-FLO RANGE HOOD



It combines the performance you want  
with the price that you like

Two important advantages come your way with this new contract winning hood. Both of them help make your bid look best.

**Advantage No. 1** is a hood of superior performance. With the Mixed-Flo Fan you can point to an exhaust system that is revolutionary in development . . . that performs more efficiently, runs more quietly than any fan or blower-operated hood on the market.

**Advantage No. 2** is cost. You can bid low with the Mixed-Flo because you have an initial price advantage. And you save valuable time and money on every job because this great hood, like all Broan hoods, comes to you as a complete package, factory wired, fully assembled, ready to mount in place. And the Mixed-Flo is engineered to fit your installation with either vertical or horizontal discharge.



### MIXED-FLO HOOD FEATURES —

- Unitized Construction — the fan is fully housed within the hood. There is no lost cabinet space whatever.
- Great In Exhaust Power — the new Mixed-Flo Fan provides extra pressure needed for long duct runs and elbows . . . formerly achieved only by blower powered units.
- Remarkably Quiet In Operation — the highly efficient Mixed-Flo Fan is designed for low sound level performance.
- Smooth Inside, Outside Construction — no sharp screw ends.
- Smart Sculptured Hood Design — only 5 slim inches high. Mitered corners permit cabinet doors to open fully.
- Equipped for Twin Lights for shadowless cooking. Recessed lifetime aluminum filters snap out with the greatest of ease. Front pushbutton controls.
- Accommodation For Vertical Or Horizontal Discharge to 3½" x 10" duct without fittings.
- A Fast Running Installation — comes prewired, preassembled . . . simply remove the outlet box cover to hook up power supply.

See your wholesaler or write for full information



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Manufactured by  
Superior Electrics Ltd.  
Pembroke, Ontario

**GAS PRODUCTS****Offers kitchen color styles**

Ranges in three different sizes include "color-styling" service with each unit. Available in 20", 30", 36" models. Features are pushbutton switches, dripless main top, silicone oven door seal.—Caloric Appliance Corp.

Circle No. 532 on reply card, p. 185

**Built-ins are adaptable**

This oven-and-cooktop unit is adaptable to all types of home design. Oven mounts on roller bearings, removes quickly for easy cleaning. Has large capacity, measures 24" x 19". Counter comes with either two or four burners.—Martha Washington; Gray & Dudley Co.

Circle No. 533 on reply card, p. 185

**Gas Specialties****Recovers rapidly**

"J-40" automatic, 40-gal. storage-type water heater has recovery rate of 63 gal. per hour. Heater is new design and construction, can supply enough water for a family of eight.—Hotstream Heater Co.

Circle No. 534 on reply card, p. 185

**Has new styling**

"Straight-Line Look" thermostat combines improved performance and contemporary styling. Features seated mercury contacts, level bubble mounting aid. Also adjustable heating and fixed range cooling anticipation. Offers convenient knob settings.—White-Rodgers Co.

Circle No. 535 on reply card, p. 185

**Has dust-free operation**

Room thermostat has sealed-in glass magnetic switch, provides a dust-free operation. Eliminates need for cleaning contacts. When mounting, does not require leveling. "RT" series includes models for cooling only, heating only, or a combination.—Grayson Controls Div., Robertshaw-Fulton.

Circle No. 536 on reply card, p. 185

**Tank has three linings**

Gas water heater has three types of lining—galvanized, glass or stone. Comes in three models: Rival (with 30-, 40-gal. capacities); standard (20-, 65-gal. capacities); deluxe (with 20, 30, 40-gal. capacities). Available in large 75-gal. tank with automatic booster.—L. O. Koven & Bro., Inc.

Circle No. 537 on reply card, p. 185

**Resists weather**

"Homesteader" gas lantern features a porcelainized top to prevent rust and withstand extreme weather. Tilt-top provides easy access to lamp interior. Air intake is insect-proof. Hurricane chimney and durable suspension mantle insure long life.—Arkla Air Conditioning Corp.

Circle No. 538 on reply card, p. 185

# DR-AFTS?

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you insist on  
Hot Water Heat!

## ALL AROUND HEALTH AND COMFORT



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\*HYDRONICS: the science of heating and cooling with liquids

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Certainly!—if  
you insist on  
Hot Water Heat!

## ALL AROUND HEALTH AND COMFORT



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WHEN you use USS American Welded Wire Fabric for all concrete areas for the homes you build, you give them a definite sales advantage over houses without this important quality feature. Walks, patios, driveways and basement slabs will wear better, look better, and last longer when they're reinforced with USS American Welded Wire Fabric. And your customers know this . . . they know to ask before they buy "Is it reinforced?"

*Put this sales-pulling advantage to work for you. Use USS American Welded Wire Fabric in all your concrete work. Tell your prospects it costs only about a penny a day on*

the mortgage life to insure protection and appearance of concrete around the average home . . . that reinforced concrete will be in good condition even after the mortgage is paid. USS American Welded Wire Fabric adds 30% to the strength of concrete. It is made of cold-drawn steel wire and is prefabricated for quick, easy installation. It's available in a wide variety of styles and sizes. For more information, see your building supply dealer, or write to American Steel & Wire, Dept. 0342, 614 Superior Avenue, N.W., Cleveland 13, Ohio.

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and this  
**Fabric for concrete reinforcement**

Buyers will ask,  
*"is it Reinforced?"*



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FROM **Leigh**

## UNDER-EAVES (SOFFIT) VENTILATOR\*

- PRICED 20% TO 40% LOWER THAN ORDINARY UNDER-EAVES VENTS
- REVOLUTIONARY NEW DESIGN PROVIDES 11% TO 17% GREATER FREE AREA THAN ORDINARY UNDER-EAVES VENTS

\*PATENT PENDING



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- 2 popular sizes • all aluminum • heavy embossed margin provides greater rigidity • attractive styling
- round corners •  $\frac{1}{8}$ " openings, same as 8-mesh screen (as specified in F.H.A.'s Minimum Property Standards).

MODEL NO.	VENT SIZE, INCHES	FREE AREA, SQ. IN.	PACKED, NO. PER CARTON	WT., LBS. PER CTN.
624	16 x 4	26	144	19
624-1	16 x 4	26	12	1 $\frac{3}{4}$
624	16 x 8	62	144	38
624-1	16 x 8	62	12	4 $\frac{1}{4}$

### THE MOST COMPLETE LINE OF BUILDER-APPROVED VENTILATORS AND GRILLES . . .

Triangle Ventilators, Roof Ventilators, Attic Ventilators, Foundation Ventilators, Miniature Ventilators, Storm Window Ventilators, Trim-vent Aluminum Strip Ventilators, Other Under-Eaves Ventilators, Cement Block Ventilators, Brick Ventilators, Adjustable Ceiling Ventilators, Low-Height and Vision-Proof Grilles, Roof Jacks.



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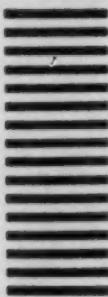
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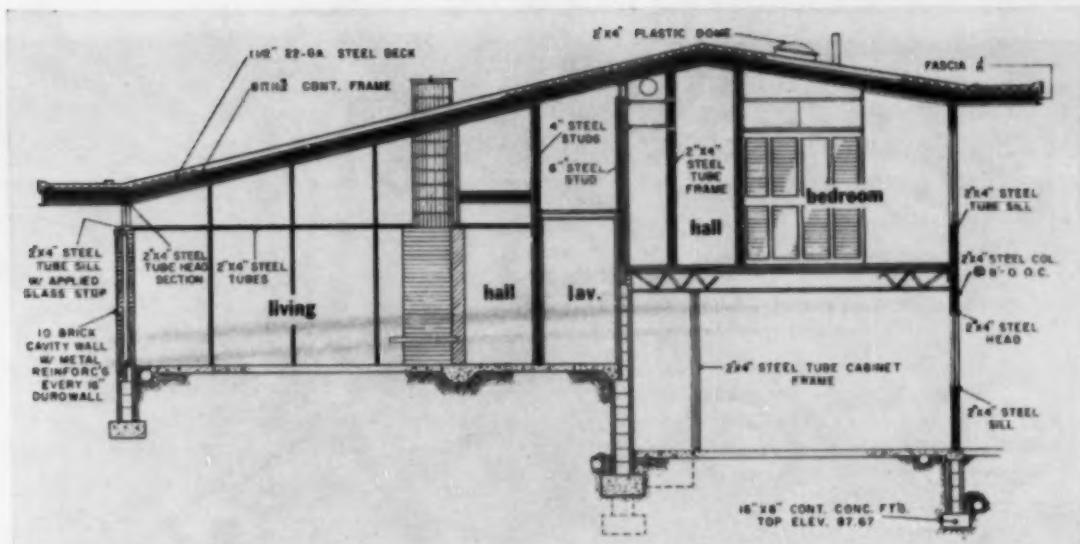
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**SOLID BLACK LINES** emphasize multiple uses steel was put to throughout this experimental split. More than

14 tons of steel went into the framing. Roof decking is steel supported by steel beams.

## Steel framing gives more space, flexibility

A unique split-level house in Wooster, Ohio, demonstrates the adaptability of steel construction to custom building.

Samuel Shapiro, president of a steel firm, had it built for him by Edward Sherck. But steel was not used for steel's sake alone in this experimental model, Shapiro says. It was only used where he felt it could do a better job.

Space, strength, savings: those are the outstanding contributions steel made, according to Shapiro.

An example: thanks to the long-span capabilities of steel decking, plus the high compressive strength of the steel beams, the roof spans an unusually wide area. This allowed over 3,000 sq. ft. of living area in the nine-room house.

Also, none of the interior partitions were load-bearing. This allowed greater flexibility in room arrangement, gave wide expanses of interior space.

Finally, the steel bar joists cut mechanical installation costs, Shapiro reported. Since ducts and plumbing run through the joists' open spaces, design and framing problems were minimized.



**OPEN WEB** bar joists of steel support upper-level flooring. Front half of nine-room house is built on slab, back half is over a basement.



**BACK VIEW** shows attractive result of adapting curtain-wall method to this house.



# Homebuilding can run

As everybody knows, the homebuilding, auto building, boat building, appliance building and other industries are in a hot race. Each is trying to be out front in offering the consumer a more improved, more irresistible product for his money. And this competition for the consumer's dollar seems to get hotter every year.

What may not be so well understood is that—in the housing industry—this race to improve is a relay race. First the manufacturer runs his lap with the "baton" (call it a product improvement). Then he hands it on to the builder, whose turn it is to run with it. And it is the purpose of this editorial to suggest that the building industry can greatly improve the pass-on of product improvements—from manufacturer to builder—to the advantage of all concerned.

## The problem

Here is the situation today. On one hand, our industry's research laboratories and manufacturing plants are pouring out a flood of plastics, metals, synthetics, new wood products, components, and home equipment that is dazzling and breathtaking.

*Yet the cost of the final product—the house—gets steadily higher, and the percentage of low-priced homes gets lower and lower. In many areas builders have been priced out of the market, and sales have slipped badly. What's wrong?*

The unavoidable conclusion is this: as an industry we are not accepting and putting new ideas into

use fast enough. Some prominent economists have even said that builders are even more backward than farmers in trying out anything new.

There are many reasons why the progress of a new product from the drafting board to use on the job is so slow. Codes, unions, local customs, distribution problems are just a few.

## The manufacturer's problem

But the greatest reason may be failure to understand the vast, diversified and scattered nature of homebuilding operations. This is an industry of more than 200,000 builders, 30,000 material dealers, 500,000 subcontracting firms operating on thousands of scattered sites in suburban and exurban areas. The Bureau of the Census collects housing starts from 10,300 permit-granting towns and cities—and this is only part of the market.

Because of the scattered nature of building, it takes many small individual firms to do the work.

## The builder's problem

On top of this, there is an exceptionally high turnover—estimated at 12% a year. This means that every eight years we have an entirely new crop of builders. With this fast turnover, and with builders constantly shifting their locations and their types of operation, manufacturers have a difficult problem of new product introduction.

On their part, builders say there is too great a



Photograph by Harold M. Lambert

## a faster race

gap between the research lab and the man on the job. They want more field testing, more down-to-earth, on-the-job demonstrations of methods and materials. They fear that many new proposals are impractical, feel they should be job tested.

### Solutions

One approach to this problem would be to accelerate the building of test or demonstration houses. *These should be of low or moderate cost, should point up the use of cost-saving techniques and products. We ought to have 1,000 such houses underway, instead of the handful we now have.* Co-operation between builders, materials dealers, utility companies, and manufacturers could make such a program work at the local level.

Model-home programs, and the Parades of Homes during National Home Week should also be enlisted in the drive for a better house for less money. Some at least of these models should be dedicated to showing improved techniques and products.

Builders themselves can do much more to field-test new products and methods. Many builders are already engaging in modest programs of research and field testing. Andy Place of South Bend, John Long of Phoenix, and Bill Levitt of New Jersey all have their own research homes under construction.

But building progress is usually achieved by a multitude of small improvements. Any builder can

try out one or two new techniques without risking too much. A broader "grass roots" program would surely bring broader progress.

### The road ahead

At the same time, let's not forget that many new ideas and materials *have* made a place for themselves in the past few years. To name just a few: vinyl plastic floors and countertops, aluminum in a host of uses, plywood in remarkable new forms, door and window components, trusses, vapor barriers, sliding aluminum doors, prefinished floor and wall materials—and a revolution in kitchen equipment.

These are a few. *But the massive laboratory and factory development of new ideas is moving even faster today. New products and systems such as plastic foam panels, nylon hot-water pipe, pre-stressed grade beams, modular components, plumbing cores, are on the way.*

Potentially, the building industry is ready and willing to break through into a higher level of building—with a goal of two million homes a year. Whether it's *able* to break through will depend on how well the manufacturer proffers and how well the builder grabs the all important product improvement.

JOSEPH B. MASON, *Editor*

# Improved Lu-Re-Co panel

**New prefinished panels have 1x6 top and bottom plates that permit face nailing to roof members and mud sill, give a stronger job than obtained with toe nailing. Field testing slated to begin this fall.**

**P**rof. E. George Stern (Virginia Polytechnic Institute) has designed a new prefinished Lu-Re-Co panel that may simplify some of the nailing problems involved in the construction of panelized houses.

#### Have nailing plates

Key feature of the new panel is the addition of a 1x6 nailing plate to the top and bottom (see drawing at far right, opposite page). These plates allow the panel to be face nailed to the roof members and the mudsill, despite the fact that each of the

panels comes with the interior wallboard already in place.

#### Panels need toe nailing

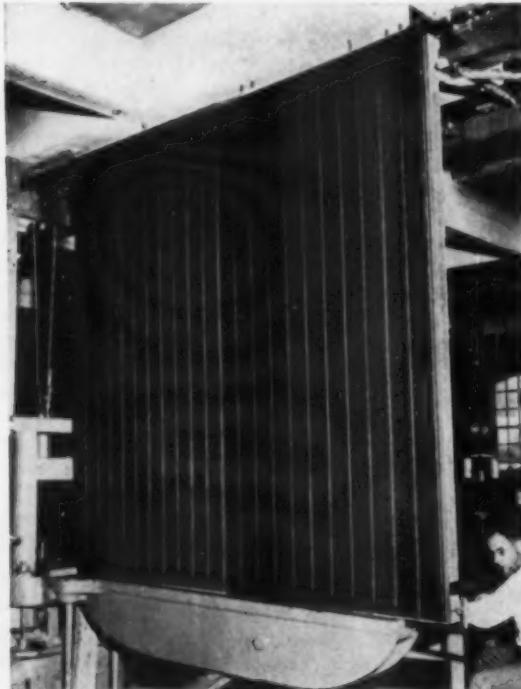
With prefinished components now in use, the only feasible method of fastening from inside the house is toe nailing through the interior skin. This method has two chief disadvantages: it's not strong enough for hurricane or tornado areas; and it frequently results in damage to the interior finish of the panels.

It is felt that the advantages gained through face nailing will offset the difficulties encountered

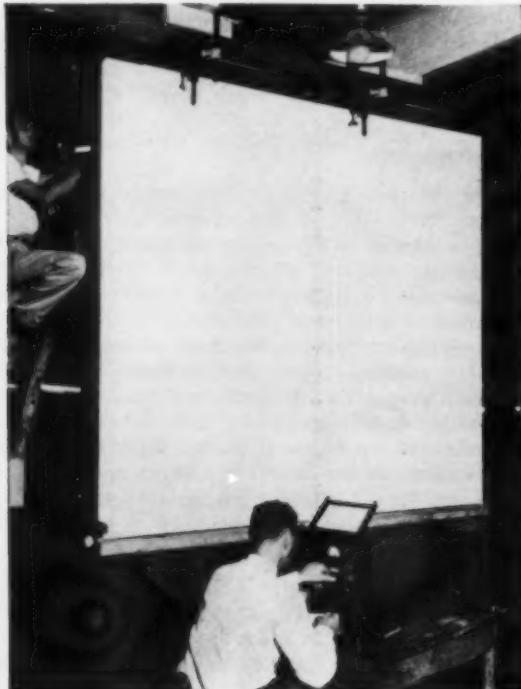
in the shipping and handling of prefinished components.

#### Two men can handle panels

The new panels—weighing less than 150 lbs. each with interior wallboard in place—can readily be handled by two men. They have passed an exhaustive series of laboratory tests with flying colors (see photos, below). They will be field tested this fall in the construction of a 28-unit motel and a two-story house in Blacksburg, Va. This project will be cosponsored by VPI and the Lumber Research Council.



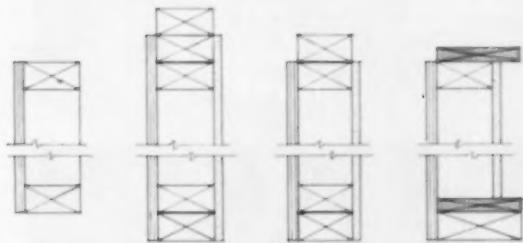
**EXTERIOR FACE** of 8'x8' panel (two 4'x8' panels combined) after racking load tests of 4,900 lbs. Horizontal racking tests were conducted according to ASTM Standard E 72-55, using two tiedown rods.



**INTERIOR FACE** of panel after application of ultimate racking load. To find influence of combined racking and partial uplift forces, tests were performed without tie-down rods. Panel exceeded FHA strength requirements.

# enters field-test stage

BASIC VARIATIONS OF LU-RE-CO PANELS

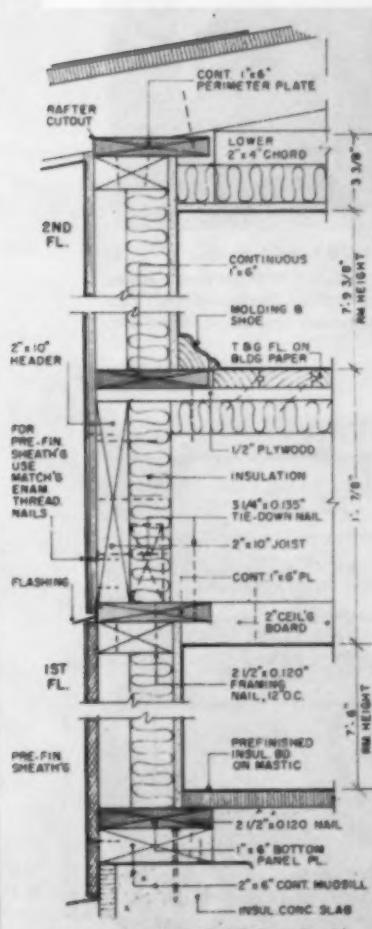


BASIC PREASSEMBLED PANEL

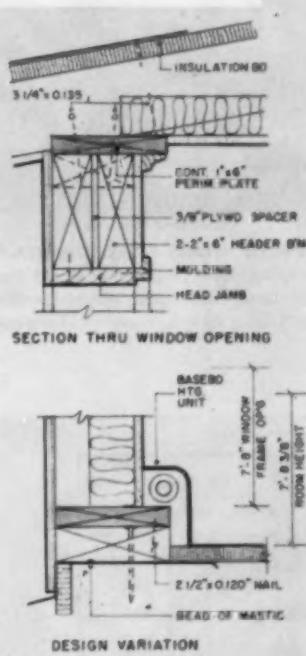
PANELING OVERLAPPING CONTINUOUS MUDSILL AND PERIMETER PL.

PERIMETER PL. FACE-NAILED TO TOP PANEL PL.

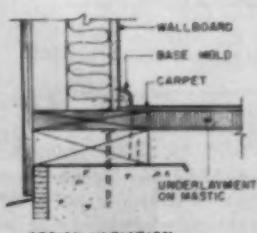
BOTTOM PANEL PLATE FACE-NAILED MUDSILL & PERIM PL. FACE-NAILED TO TOP PANEL PLATE AND ROOF STRUCTURE



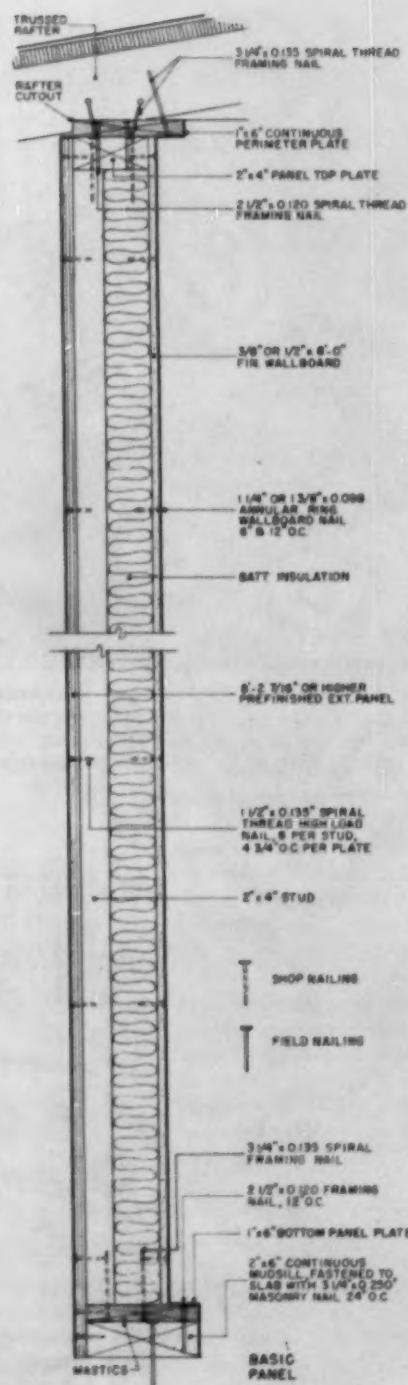
SECTION SHOWING PANELS IN PLACE



DESIGN VARIATION



DESIGN VARIATION



# Rental units:

**Builders are moving into the booming rental housing market—a market that can absorb 3 million units during the next decade.**

Some of the factors that excite their interest:

- Awareness that the greatest growth areas in our population will be among oldsters and young married couples—traditionally strong prospects for rental units.
- Awareness that new apartments built in the last ten years have not kept pace with demolitions and demand growth for new units.
- Awareness that rental housing provides a "tax shelter" for merchant homebuilders [a well-planned rental operation will show a loss for tax purposes during the first five to seven years of operation].
- Awareness that moderate principal payments are a good way to build a substantial estate over the years.
- Awareness that real estate investments provide regular income and an excellent hedge against inflation.
- Awareness that initial investment will only run about 15% of total development cost [even 90% conventional mortgages are becoming commonplace].
- Awareness that untapped mortgage fund sources such as pension funds look with favor at rental property. [The fund administrators would rather handle one large mortgage than arrange for servicing a hundred small ones.]
- Awareness that "cash flow"—the amount a project throws off after all disbursements have been made—amounting to \$200-\$400 per unit a year, is normally nontaxable for the first five to seven years of operation.

Bill Leer built this 16-unit apartment project in Oswego, Ore., for about \$150,000. Basic unit is the four-plex—four units to one structure.

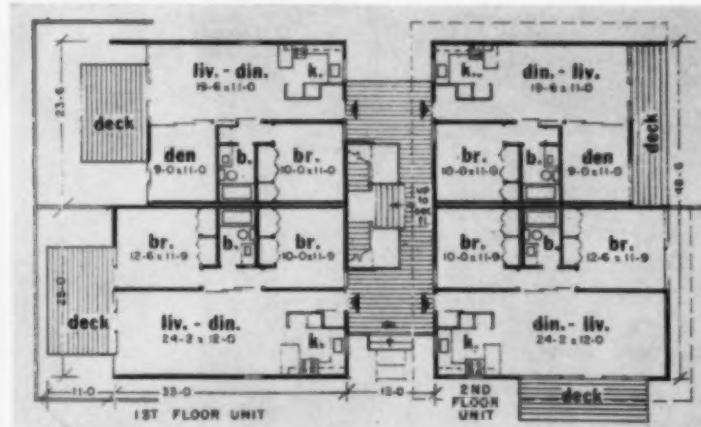
Each unit contains two two-bedroom units and two one-bedroom-and-den units. The

larger apartments have about 825 sq. ft. and rent for \$140 a month, the smaller units have 775 sq. ft. and rent for \$120.

"Iron House" won an Oregon AIA award, for "intimate scale" and "effective use of texture and materials."



**FLEXIBILITY OF FOUR-PLEX DESIGN** permits close spacing of units without destroying sense of privacy. Board fence encloses two patios on lower floor; vertical fence lines compliment horizontal siding. Bedroom and den units rent for \$120 a month, more spacious two-bedroom apartments for \$140.



**COMMUNITY STAIRS** join four-plex units (detail, facing page). Note how the well-thought-out placement of sun decks and patios gives each tenant considerable privacy. Staggered-stud partition, with interwoven batt insulation, acts as sound barrier between apartments as well as housing for utility lines.

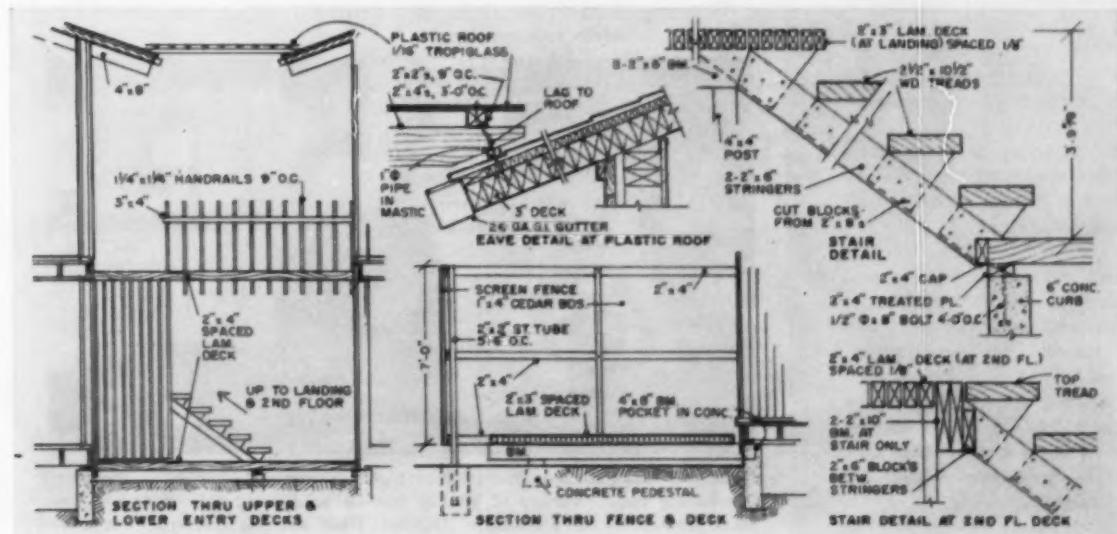
# easiest way to diversify



**INTIMATE SCALE**, for which the project was cited by the AIA, is apparent in the entry stairs. Translucent stairwell roof, shoji entrance doors, rail detailing put a luxury stamp on each unit (see details below).



**FIRST-FLOOR SUN DECK** is laminated 2x4s on edge with  $\frac{1}{8}$ " spacing. Entire deck is raised, supported by concrete pedestals. Fence rails and bamboo blinds on second level add to over-all textural effectiveness.



**Tips on designing salable, cost-efficient apartments**

Pointers from Arnold M. Kronstadt, of Collins-Kronstadt & Associates—Washington, D. C., architects and engineers, provide a guide for rental-apartment design thinking:

- 1 Design rectangular units with a modular framing scheme.
- 2 Use the same framing depth throughout, but vary the length to suit number of bedrooms or room arrangement.
- 3 Choose a unit elevation which will give a pleasing exterior effect when assembled with other units.
- 4 Design flexible units which can be hooked together in a variety of ways to form buildings with varying elevations.
- 5 Place kitchens and baths back-to-back to take advantage of mechanical cores.
- 6 Use the same bathroom-kitchen-living-dining arrangement regardless of the number of bedrooms.
- 7 Keep your kitchens identical in size, and standardize the equipment installation. Limit variation to right- or left-hand.
- 8 Use fully assembled kitchen cabinets to cut down on field work.
- 9 Require tenant payment of all utilities—including heat. This arrangement is finding ready acceptance across the nation.
- 10 Keep the mechanical design (heating, air conditioning, ventilation) as nearly identical as the unit layouts permit. Use individual furnace units throughout the project, sizing for the apartment with the maximum load. The slight savings realized by using some smaller units is offset by problems in purchase, installation and servicing.



**QUALITY MODEL APARTMENT** generated \$500,000 in sales in 11 days.

## Apartments-for-sale: on spec

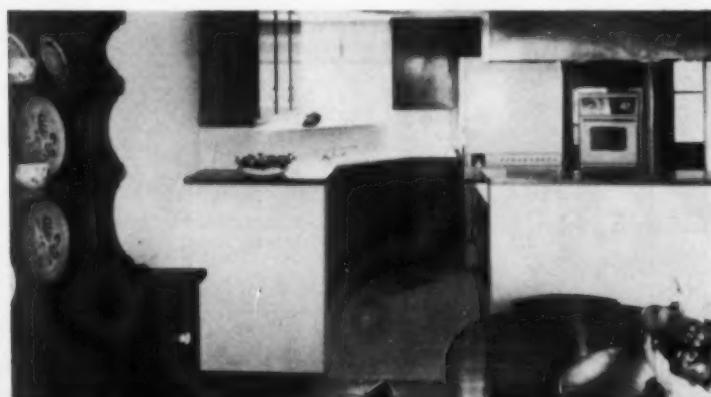
**K**it Construction Co., Covina, Cal., will build this apartment for \$39,900.

They can arrange financing up to \$34,500, will take a second trust deed for \$5,400. The lot owner must then put up \$2,000 for escrow and loan fees.

Gross income from rents is

\$8,040 per year, and expenses (taxes, mortgage payments, utilities and a 10% vacancy factor) total \$5,834—leaving an overage of \$2,206.

With a depreciation allowance of 6%, or \$2,394 on this apartment, well-heeled buyers are provided with a neat tax shelter.



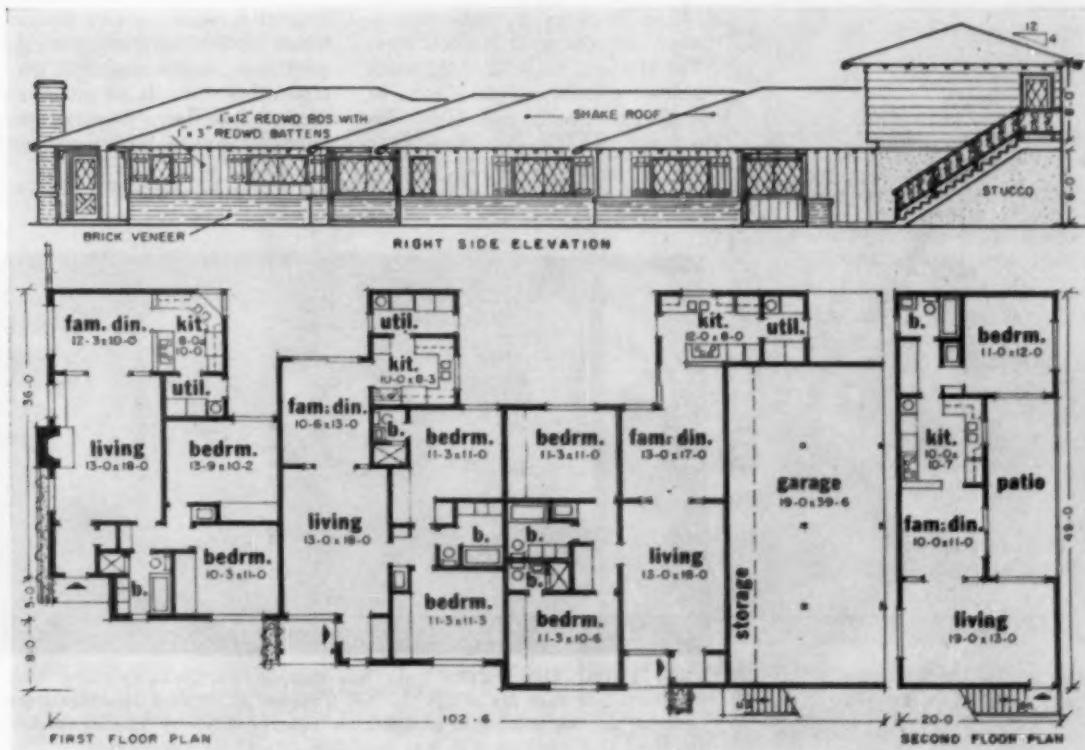
**CORNER KITCHEN** is one of four highly-customized kitchens in the plan (see facing page). Variety of kitchen layouts belie basic cabinet and equipment similarities for production purposes. Each building contains three two-bedroom and one one-bedroom units, grossing annual rental of \$8,040.

Photos courtesy of Southern Counties Gas Co., Calif.



Selling points: shake roofs, leaded windows, antiques redwood siding, used brick, 2-bath apartments, interesting kitchen layouts.

## or on contract—the boom is on



**11** Include air conditioning as an option. Tie it to the heating ducts and plant.

**12** Treat public halls and stairs the same as room units. Design them to fit the rectangular scheme; standardize the stairs in any one project; use prefab stairs.

**13** Use prehung doors, keep the hardware simple and standard.

**14** Simplify closet framing. Use ceiling-height doors (bi-folds are excellent) to eliminate header buildup. Design for maximum width, and eliminate jambs where possible.

**15** Prefab linen ladders and other shelving for closets.

**16** Standardize bathrooms completely. Use the same tile, fixtures, cabinets, ventilators throughout the project.

**17** Prefab the dividing wall between kitchen and dining room—use it as a decorative panel with shelving, cabinets. Ditto the wall between kitchen and living room.

**18** Use prefab window walls where possible. They can be load-bearing as in the Lu-Re-Co System.

**19** Keep the number of window sizes to a minimum. Try for no more than three sizes to a project.

**20** Frame out entire wall on patios or balconies with sliding glass doors. Use a 12-ft. or 14-ft. door with only one sliding panel.

**21** Simplify roof framing with nail-glued trusses. This will also get the project closed in quickly.

**22** Precut and panelize the frame-wall sections, using on-site fabrication where there are 100 units or more.

**23** Use precast balconies and balcony walls where possible.



**BASIC UNIT** has four identical apartments, each with semi-enclosed patio.

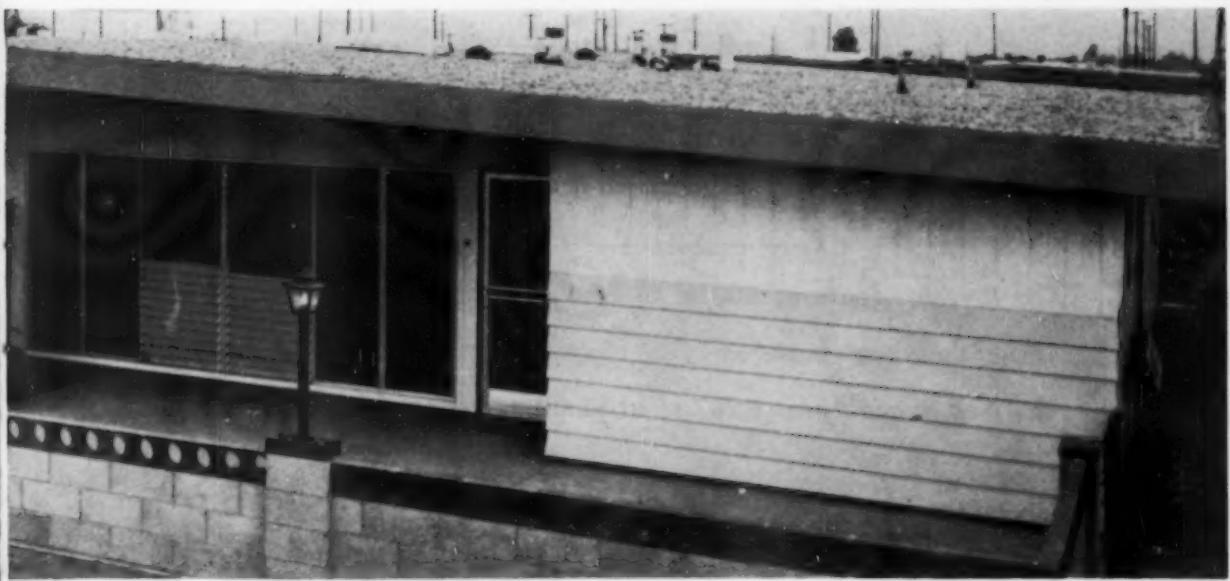
## You can build this four-plex

**T**his four-apartment unit can be built as a rental apartment anywhere in the country. Ted Hudson put 128 of the units around a pool-and-park area in Anaheim, Calif., called the development "The Commons."

Construction is this simple: a central X wall and two concrete block baffle walls carry the roof, with the sound-treated X wall separating four identical apartments. One large window wall opens to a partially fenced patio



**VIEW FROM THE PATIO** looks into spacious kitchen-living-dining area. Bedrooms and bath are off to the left. Layouts of all four apartments are identical, and are more than adequate for oldsters or young married couples. Staggered stud partition with batt insulation cuts sound transmission.

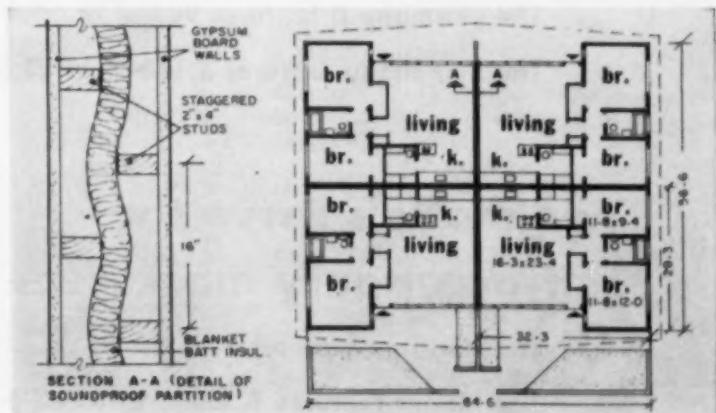


Construction is based on a cross-wall which divides apartments, and two concrete block end walls that combine to carry the roof.

## anywhere

for each apartment.

Each apartment has 816 sq. ft. of living area. Standard equipment includes an all-gas kitchen with refrigerator, built-in range and oven, and disposer. Space is provided for a washer and dryer.



**OPEN KITCHEN** adds depth to 16' x 16'-9" living room. Economies were realized by designing an all-gas kitchen in this case, using standard cabinets throughout, and merchandising with local utility assistance.



**SEMI-SCREENED PATIO** is top-rated feature with mothers trying to corral youngsters. Concrete block screening is used for both the low perimeter wall and the between-apartment baffle. Square footage is 816 per unit.

**Three models serve the  
rental market**

The Investor features 800 sf at \$5.62 per square foot

The Endowment features 1,287 sf at \$5.00 per square foot

The Annuity features 1,287 sf at \$5.00 per square foot

**Two models serve the rental  
and self-occupancy market**

The Harmony II features 906 sf at \$5.40 per square foot

The Symphony features 1,118 sf at \$5.00 per square foot

**Two models serve the  
self-occupancy market**

The Heritage features 1,243 sf at \$5.70 per square foot

The Manor features 1,305 sf at \$5.75 per square foot

## **Seven different models**

**H**armony Management Service's seven models all based on three basic plans fulfill two functions: (1) each will fit a complex variety of lot shapes; (2) each will go up fast.

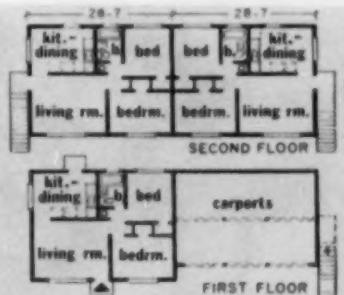
Models were designed by John F. Galbraith, AIA, of Pasadena. Galbraith collabo-

rated with the whole Harmony organization including many of the subcontractors working for the group (nineteen individual firms).

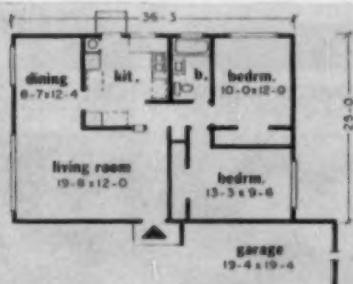
Standardization of parts plays a big role in the economy of construction. Roofs are designed for standard widths and lengths of

plywood. Rafters go into place in 10-, 12-, and 16-ft. sizes. Batten boards 4 ft. wide serve the interior. Framing is precut.

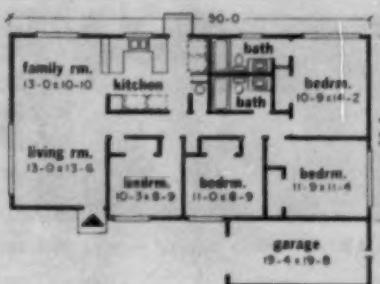
Where possible, water closets are moved close to outside walls. This saves a length of cast iron pipe in each case. Hot and cold risers for tubs, fitted with hose



**COMPACT**—Harmony designs rental models so they will fit lots that are wide, shallow, narrow and deep.



**EFFICIENT**—Architect John F. Galbraith of Pasadena collaborates with Harmony to minimize costs.



**SMART**—Homes are delivered ready for occupancy. Attached garages cost owners \$2 psf extra.

## spring from three basic plans

bibs, also serve the washing machine. Both washing machine and tub use the same drain, which permits time-saving monolithic footings and slab.

Subcontractors and suppliers provide cost-saving ideas, too. Here's an example. By taking 12 in. of dead space from a ward-

robe, space is provided for a linen and storage cabinet in the master bath at no added cost.

Major material savings accrue from the elimination of five different window sizes. Adding shelves to the broom closet—already too deep—creates bonus storage space.

Harmony Management Service provides builders with standard change list. This enables them to depart from basic design to meet customer preference, while still enjoying the benefits of central servicing. HMS permits no changes other than those on its standard change list.



THREE-BEDROOM, two-bathroom house is one of Place's most popular models, priced at \$19,400 with land.



DOUBLE DOORS provide inviting entrance into the "Somerset," which has three bedrooms, two baths, family room.

SHREWD PLANNING CREATES . . .

## Low-priced housing with

The general appearance of the houses and the name of the development, Twyckenham Hills, give the impression of high cost. But, Andy Place sells his homes for enticingly moderate prices (\$15,500 to \$25,000).

Place's recognized ability to keep prices low springs from his constant search for new and better cost-cutting methods. The South Bend, Ind., builder is no

stranger to AMERICAN BUILDER readers, who saw some of his time- and money-saving ideas in the June, 1960, issue (p. 64).

The two basic model homes shown here contain a prime example of Place's long-standing effort to find ways of doing a quality job more cheaply.

When rising plumbing costs became too burdensome in 1953, Place made a decision that has

since saved him a minimum of \$100 per house.

"We simply sat down and designed a core arrangement for all our plumbing in every house," Place explains. "By so doing, we get the plumbers in and out much more quickly than before. The result for us is a fine saving that runs from about \$100 on our two-bedroom model to approximately \$200 in the three-

**There's more economy in back-to-back placement of utilities; there's convenience for the housewife, too**

HERE IS Andy Place's plumbing core setup and the various rooms it serves.

**Saves money**

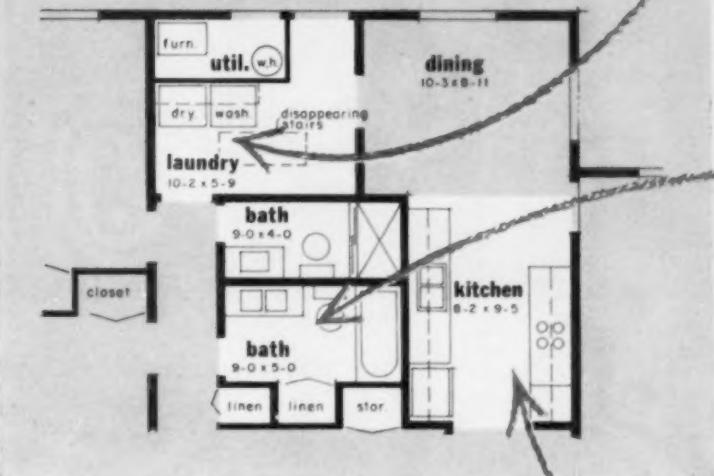
Rooms of the house are arranged in such a way as to bring the kitchen, two baths and a utility area together over a single plumbing core.

The trick saves the builder as much as \$200 per house in

construction costs, due to increased efficiency of the plumbing operation.

**Adds sales appeal**

Another advantage: it adds sales appeal to the house by giving the homemaker a golden opportunity to save thousands of steps each month while attending to her daily cleaning chores.



**LAUNDRY** is equipped with washer-dryer unit and ample cabinet space. Rippled-glass sliding doors enable a housewife to quickly find materials.



**BATHROOM** highlight is a double hand basin to alleviate morning "rush-hour" problems. Extensive mirror area attracts favorable comments.



**KITCHEN** has wood-tone cabinets in food preparation area and is very well lighted. All appliances and sink are within a few steps of each other.

# a high-priced look

bedroom home."

Place will modify the plumbing core setup if a buyer so desires, but he observes that "only two or three" have ever requested such a change. After checking with families in homes outfitted with the plumbing core, Place reports no complaints regarding the placement of rooms served by plumbing facilities.

The Twyckenham Hills de-

velopment was begun in 1949 and today numbers 680 homes. Place reports that he has constructed three dozen homes during 1960. The popular models shown here are priced at \$19,400 (above, left) and \$21,500 with land. Place estimates his land cost at \$3,200 per home, and will construct these models for that much less for home buyers who have their own lot.



**OPTIONAL FIREPLACE** has been installed in this Somerset model. Buyer's cost for the package unit is less than \$500. Wall paneling is Alaskan populous (aspen).

AMERICAN BUILDER BLUEPRINT No. 277

## These extras clinch many sales

If it takes more than sound construction and low price to sell a house, Andy Place is Johnny-on-the-spot to provide it.

Working from the outside in, here are items that help Place clinch many sales.

- Aluminum siding: "The low-maintenance aspect has terrific appeal to men."

- Double front doors: "They give a warm, inviting entry."

- Foyer: "It's impressive and protects the living room."

- Sunken living room: "Makes the room look larger because the ceiling's higher."

- Fireplace: "It's optional, but mighty popular. We've put them mostly in the family room, and the people really use them."

### Quality products used in this month's Blueprint House

Chrysler Corp. air-conditioning; Tennessee Stove Works ranges; American-Standard bathroom accessories and hot water heaters; Simpson Redwood Co. and Masonite Corp. siding; John C. Virden Co. electrical fixtures; Berry Door Corp. garage doors; Dexter Lock Div. of Dexter Industries, Inc., hardware; Armstrong Cork Co. bathroom

and kitchen floors; Swanson Mfg. Co. ventilating fans; Mohawk Flush Doors interior doors; Pittsburgh Plate Glass Co. windows; Owens-Corning-Fiberglas Corp. insulation; Koppers Co., Inc., vapor barriers; Philip Carey Mfg. Co. roofing; Waste King Corp. disposers; NuTone, Inc., intercoms.

### Estimating Takeoff

AMERICAN BUILDER HOUSE NO. 277

L = lin. ft.  
S = sq. ft.  
C = cu. ft.  
U = unit(s)

FIRST FLOOR ONLY	1,400 S
GARAGE AREA ONLY	460 S
PORCH AREA ONLY	50 S

—EARTH EXCAVATION & GRADING—	
Topsill 6" Grade Exc. & Fill	9,800 S
Earth Grade Beam Exc. & Fill	935 C
Earth Hand Pier Exc. & Fill	665 C

(Continued on page 226)





FLOOR PLAN SCALE 1 INCH = 40 FEET

AMERICAN BUILDER BLUEPRINT SERIES.

9A-60

SIMMONS BOARDMAN PUBL. CORP., 38 CHURCH ST., NEW YORK 7, N.Y.

### FRONT ELEVATION

SCALE 1/8" = 1'-0"

DOORS, 3' 0" X 7' 0"

SIDE DOOR  
DOOR AT  
END OF  
WALKWAY

### REAR ELEVATION

SCALE 1/8" = 1'-0"

DOORS, 3' 0" X 7' 0"

DOORS, 3' 0" X 7' 0"

SIDE DOOR  
DOOR AT  
END OF  
WALKWAY

### LEFT SIDE ELEVATION

SCALE 1/8" = 1'-0"

DOORS, 3' 0" X 7' 0"

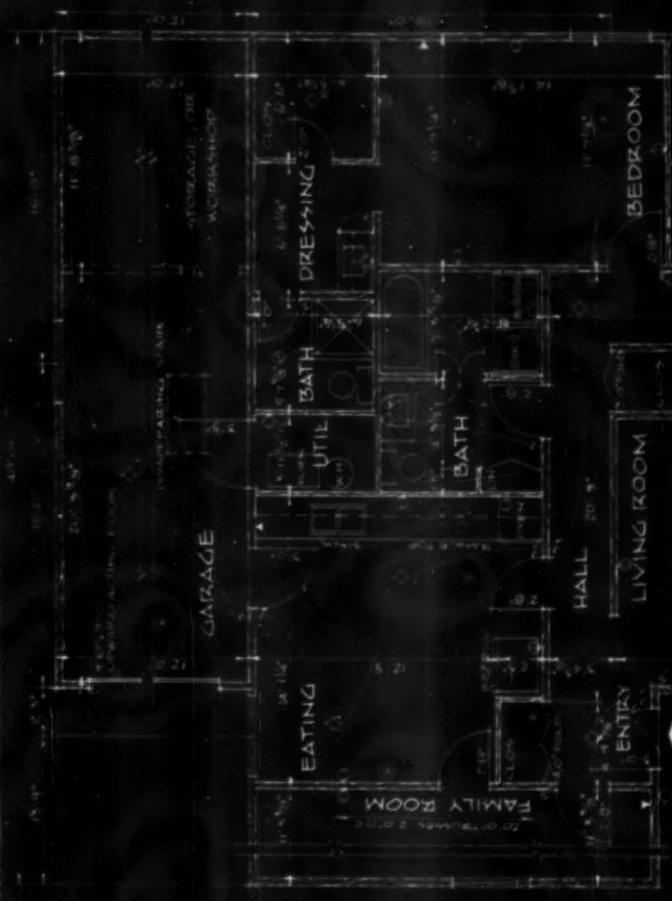
DOORS, 3' 0" X 7' 0"

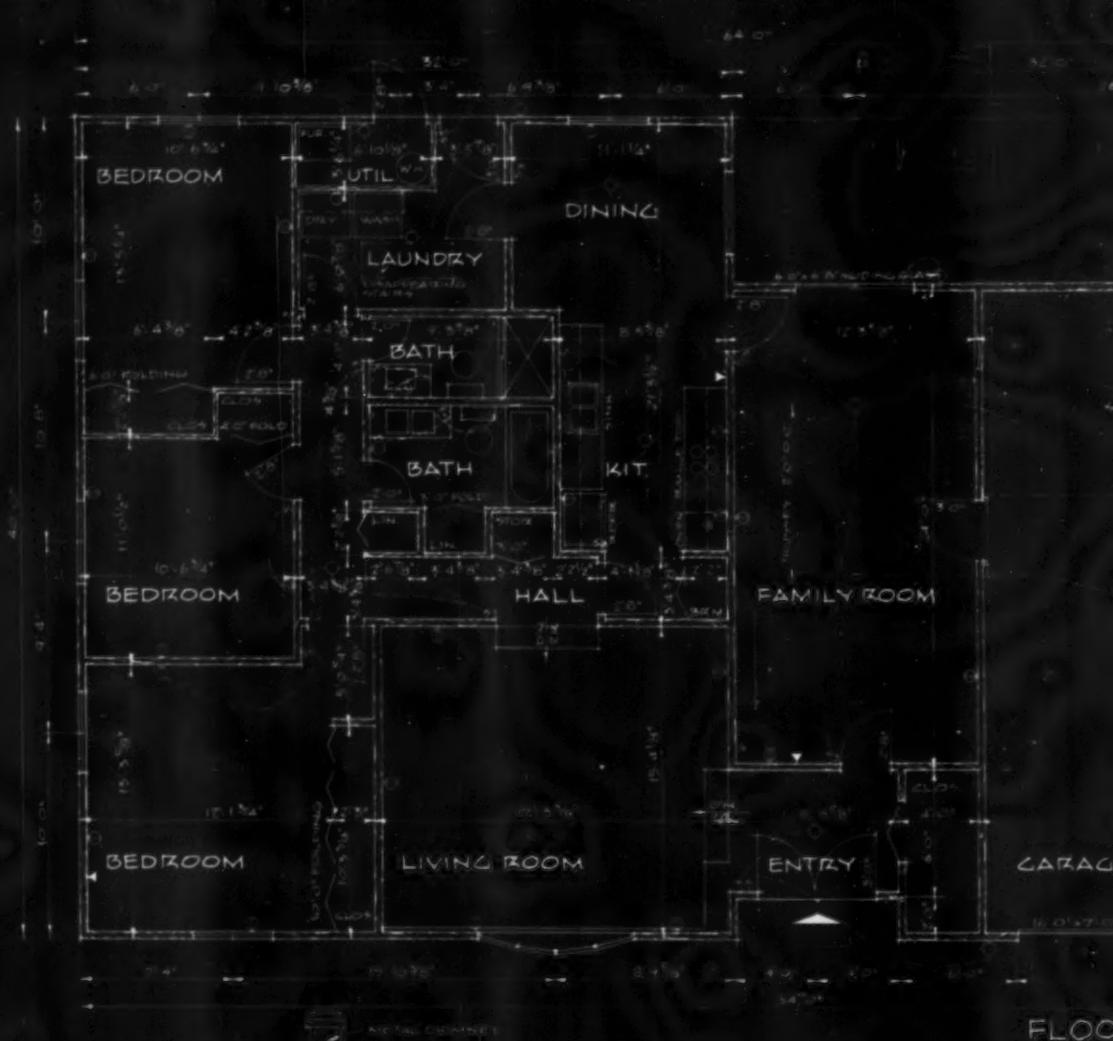
### FRONT ELEVATION OF ALTERNATE

SCALE 1/8" = 1'-0"

### ALTERNATE FLOOR PLAN

SCALE 1/8" = 1'-0"





FRONT ELEVATION



REAR ELEVATION







Announcing AMERICAN BUILDER's

# Quality Model Home Contest

- ▶ 36 Awards for the best 1960 Quality Model Homes
- ▶ \$1,000 for the best merchandising of Hidden Values\*
- ▶ Purpose of contest: to encourage construction of Quality Model Homes and better merchandising of Quality Products

## What you get as a winner

- 1 Awards: six top winners, 30 Award of Merit winners will be named as builders of best Quality Model Homes.
- 2 Special Prize: \$1,000 will go to builder doing the best job of merchandising his Hidden Value Products. Award to be used for advertising and promoting his Quality House, Products.
- 3 Publicity: winners will be announced and publicized in Dec. '60 and Feb. '61 issues of AMERICAN BUILDER. Formal presentation of AMERICAN BUILDER Award certificates will be made at our annual Award Evening in Chicago, during the January '61 NAHB Convention.
- 4 Publicity: a complete press kit concerning the Award will be mailed to the home-town newspapers of each winner. (Contest judging will be held Oct. 13th; kits will be mailed by Dec. 1st, to coincide with announcement of prize winners in our December issue.) Press kit will include a press release, photos of winning builder, of his Quality Home, of its floor plan, of winner's AMERICAN BUILDER Award.
- 5 Publicity: winners will be photographed receiving awards in Chicago. Newspapers will receive this photo and a press release.

## How to enter your house

- 1 Entries must be model homes built in 1960 and open to the public for at least one week.
- 2 Include with each entry: (1) a list of at least 10 Top Quality Products used. (Quality Products are those adding most value and salability to house);  
(2) a full set of working drawings;  
(3) at least one exterior photo of the completed house;  
(4) at least two interior photos;  
(5) a photo of the builder;  
(6) samples showing how your house and its Quality Products are merchandised;  
(7) a completely filled-out Entry Sheet;

(8) additional photos, construction details, sales brochures, etc., will be welcomed. Entry Sheets and Reprints of this Contest announcement may be obtained by writing to Contest Editor, AMERICAN BUILDER, 30 Church St., New York 7, N.Y.

- 3 Houses should be entered (and will be judged) in one of three price categories: (1) under \$15,000; (2) \$15,000 to \$25,000; (3) \$25,000 to \$40,000. All prices exclude land.
- 4 Contest entries need not be mounted. Should be no larger than 24x36".
- 5 All entries must be received by Oct. 1, 1960. They should be mailed, prepaid, to Contest Editor, AMERICAN BUILDER, 30 Church St., New York 7, N.Y. They will remain the property of AMERICAN BUILDER for at least six months, after which they will be returned upon the request of the builder.
- 6 A builder wishing to enter more than one house may do so. But each house must be clearly marked and entered separately.

## How your house will be judged

- On the merchandising and use of Quality Products (including Hidden Values).
- On quality of exterior and interior design.
- On quality of floor plan.
- From each of the three price categories mentioned above, two top winners and ten Award of Merit winners will be named. Total winners, including Hidden Value winner: 37.
- By a panel of seven top-level experts in the building field. Judges will include builders, housing experts, NAHB officials, architects, and the Editor of AMERICAN BUILDER.

\*A Hidden Value is a quality that can't be seen, but adds to the life, strength, or value of a house. Examples: wood preservatives, vapor barriers, wiring.



**BEFORE**—Poor lighting and a space-wasting arrangement of appliances (only the refrigerator was modern) marked this kitchen before remodeling work sponsored by Southern California Gas Co.

**A warm and sprightly look of livability—that's what the kitchen-bound housewife wants to see in the room where she spends more than half her day.**



**AFTER**—Remodeled kitchen features new equipment to

## Built-ins and warm coloring

**L**ike an idea out of AMERICAN BUILDER (June 1960, p. 96), the remodeled kitchen on these pages typifies the intelligent use of new concepts in built-in appliance placement and color application.

### Old layout wasted space

Transformed from a space-wasting rectangle, in which the dining area was completely separated from the kitchen, the renovated room now integrates food preparation and consumption areas. It also provides the housewife with more gas appliances that are placed to make

them more readily accessible.

Adopting the popular U-shaped plan, remodelers spotted sink, stove, and refrigerator (the most-used items in every kitchen) in triangular fashion. Result: fewer steps for the housewife while she performs her tasks more efficiently.

Wood-tone cabinets that more fully utilize available space lend an aura of warmth to the remodeled room. Color highlights are provided by the floor and countertop tile, and the treatment of open wall space. Full complement of built-in appliances include a dishwasher, gas ovens

and a countertop gas broiler.

The pantry that existed in the original kitchen was left intact and fitted with a louvered door. (Not shown in the photos are louvered swinging doors at the kitchen entrance.)

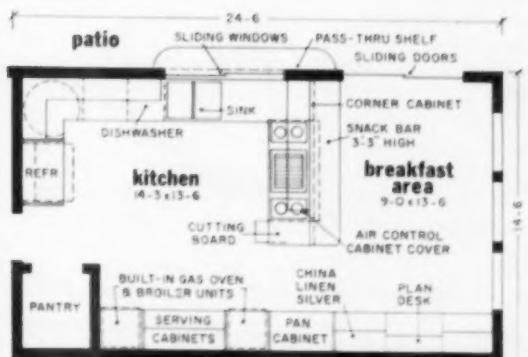
### Meals can be served on patio

Meals can be served in the breakfast area, on the snack bar which divides the room, or on the patio from a shelf adjacent to the sink. Incidental to the basic remodeling job, the patio nevertheless provides this home with an increasingly popular kitchen adjunct.



simplify the home-maker's tasks, and warm color treatments to make kitchen time more pleasant.

## enliven a drab kitchen



**PLANNING DESK** at left is bracketed by built-in gas ovens. Floor plan shows triangular placement of refrigerator, sink, stove. Sliding glass doors lead from breakfast area to patio.

# DOORS and WINDOWS:

## Modern framing methods are revising old-hat design ideas

The last 50 years have seen more progress in door and window design than did the preceding 5,000. Modern framing systems have completely revised "punch out" design concepts for doors and windows by freeing the walls from the burdensome task of carrying the roof load.

Today's lightweight window and door walls are outgrowths of the evolution of curtain-wall construction in commercial buildings. Builders and designers have adapted the structural steel and reinforced concrete framing systems used in hi-rise construction to the simpler structural requirements of residential construction via post-and-beam framing, nail-glued plywood box headers, prefabricated wall components, roof trusses.

### **The change in framing systems has revamped old concepts of door and window treatment**

The breakthrough in structural systems for residential construction has completely changed concepts of door and window treatment. For the first time, designers are free to put light and access wherever they want to—without the tremendous restrictions of rigid and cumbersome framing systems. If these new concepts spell a break with symmetrical door and window design, they do not imply a break in rhythm—that elusive visual quality that lets a building express a personality, cloistered or hell-bent. Doors and windows can and should be placed from the point of view of what they do for the interior. Placements thought out from this point of view usually result in a pleasing exterior impression as well. The important point is this: the potential for designing with doors and windows is just being realized—and new structural techniques have freed designers' hands.

### **Here are some point-of-departure suggestions geared to help with door and window design**

- Make it a point to include at least one sliding glass door in a home. Even the most conservative buyers indicate approval of these doors between the dining room and patio.

- Pay particular attention to entry details. Use an attractive front door, let it open into a separate foyer—possibly tiled, or floored with slate or brick.
- Group your windows and doors (see photo, facing page), to create a dramatic effect. Bunch windows where there are two or three on one wall. They provide more undisturbed wall space, act as a focal point for furniture arrangements.
- Plan your window placement to get light where it's needed. Consider what windows do for the interior before you place them for passerby effect.
- Don't hesitate to use a window-and-door wall. They work beautifully on sloping sites to open out the lower level, a "natural" for remodeling.
- Try a little decorative treatment on flush doors (which now account for more than 80% of all the doors used in residential construction), to avoid looking like all your competitors. Some suggestions: nursery figures in children's rooms, molding strips glued on, to give a panelized appearance.
- Use folding doors on interior closets—they are lightweight, easy to handle, and space saving. Shuttered bi-folds will give any closet wall a paneled look.
- Keep windows high, close to the eaves on one-story homes. It gives them a clean-cut look, and takes advantage of shade and shelter from roof overhangs.
- Line up the tops of multi-sized windows; let the sills be staggered. Try to align upper and lower level windows in a two story home—some sort of symmetry is usually called for here.
- Make use of plastic skylights for hard to light interior rooms. Or create a false skylight with a dropped light panel (see page 170).

**For more ideas on designing and styling  
your doors and windows, start here**

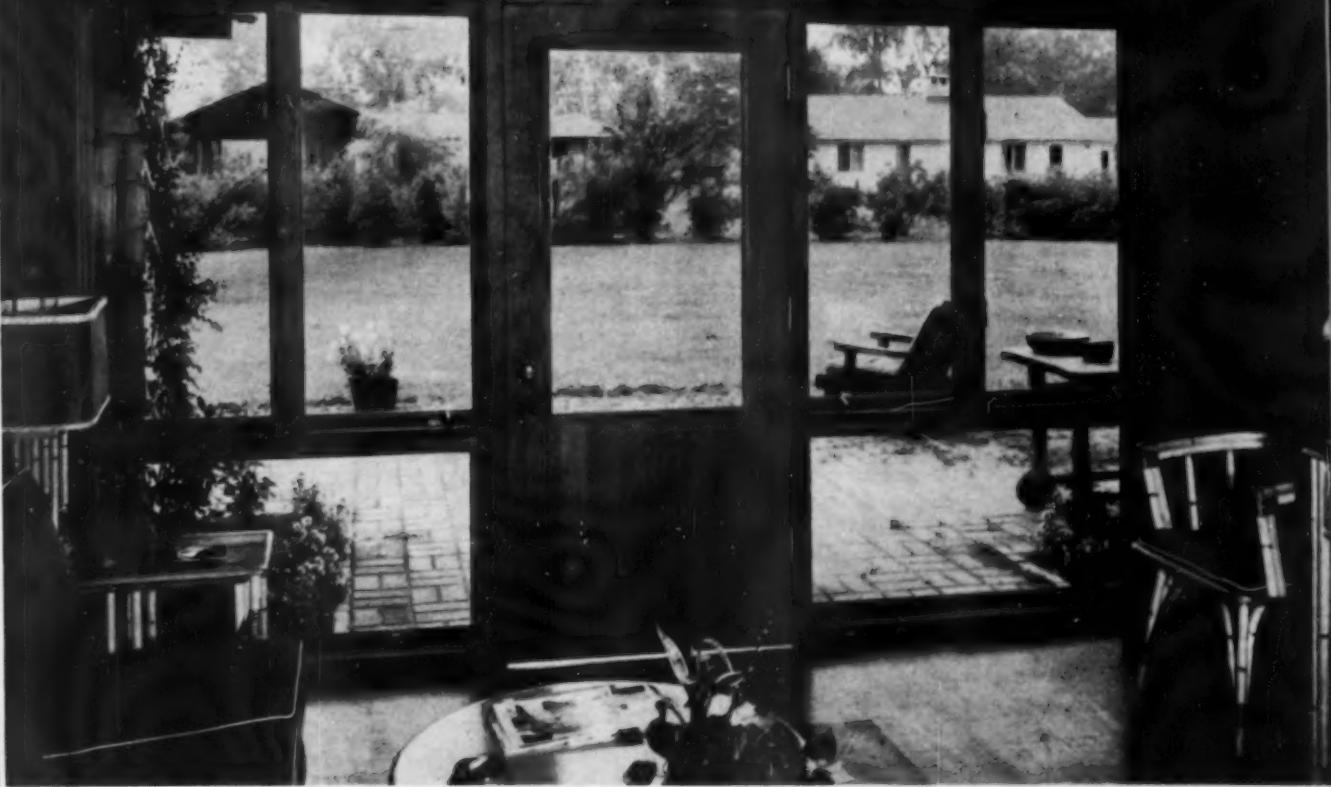


Photo courtesy of Ponderosa Pine Woodwork

**WINDOW WALL** opens entire room to outdoor patio. Treatments of this type are suited to remodeling.

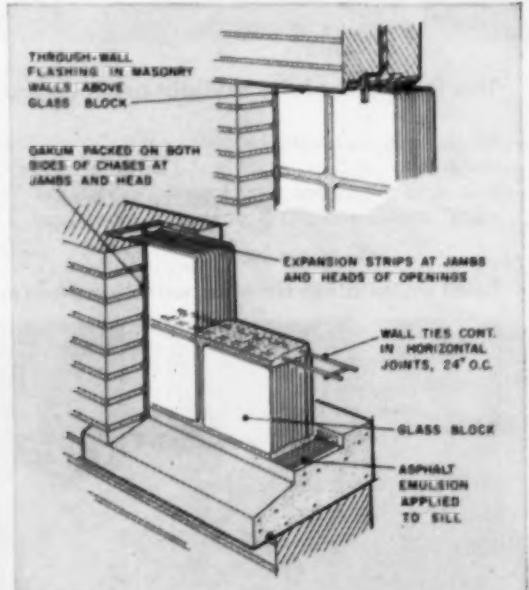


Photo courtesy of Owens-Illinois  
**DECORATIVE ENTRY** uses translucent glass block in paneled frame, matched with colonial style door. Glass block is easily installed (detail above), assures privacy, eliminates undesirable views without omitting light. The blocks are now available in wide range of colors.

# WINDOWS: there's no limit on ideas and



**POWDER ROOM** ceiling has translucent glass panels covering recessed fluorescent lighting. Frames and diagonal muntins are of ponderosa pine.



**HALLWAY "SKYLIGHT"** uses small squares of translucent glass below recessed lighting. Again Ponderosa pine is used for frames and square muntins.

### This fluorescent false skylight brightens up hard-to-light areas

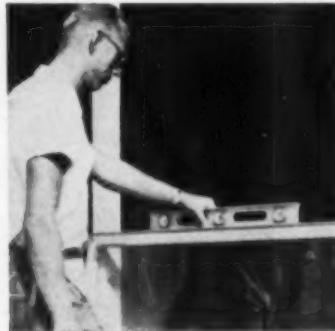
Small areas that were hard to light (above) found the answer in false skylights. This innovation appeared in Wenwood Development's \$50,000 "Pacifica" model home at Brookville, Long Island. The

need for hanging ceiling lamps or pulldowns was eliminated, giving a clean, uncluttered look to small rooms and hallways. Effect is one of natural light filtered through translucent skylight.

### Total installation time for wood-and-aluminum window: 20 minutes



**ONE:** Temporary board is leveled, nailed along pre-scribed mark. Board supports "Wood-A-Lume" window.

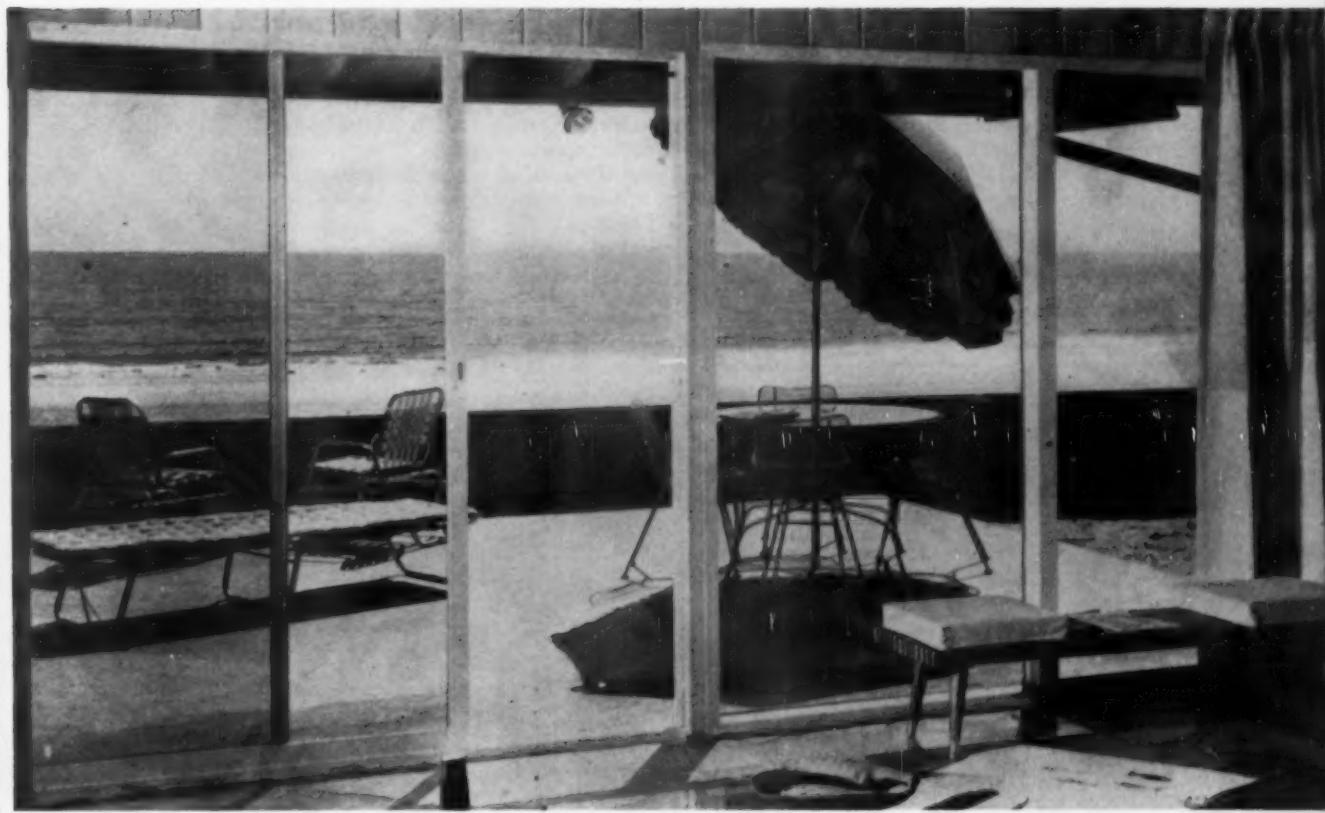


**TWO:** Center awning window is plumbed and leveled as it rests on top edge of temporary board.



**THREE:** Center awning window is nailed through its aluminum-and-wood frame, directly into studs.

## innovations with windows



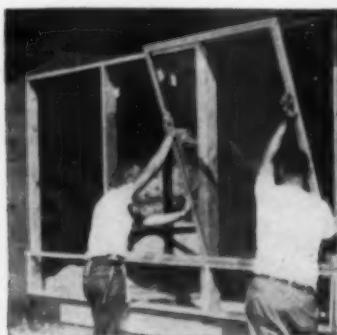
**Window wall uses neutral-gray glass that cuts down sun's glare**

Window wall with sliding panel utilizes a neutral-gray glass that reduces glare. Developed by American-St. Gobain, "Lustragray" admits adequate, well-balanced daylighting. Viewed from the outside, the

wall is sufficiently opaque to provide desired privacy. Inside, visibility is markedly increased and a feeling of spaciousness is created. Open panel (above) shows difference in glare.



**FOUR:** The center picture window is nailed in place through prepunched frame, right into the framing studs.



**FIVE:** Right-hand picture window is swung into position and installed in the same manner as center unit.



**SIX:** After windows are in and mulled to awning frames, temporary board is removed. (Elapsed time: 20 min.).

## DOORS: versatility in use and

The first direct contact a buyer has with your model home is the front door. And as he moves from room to room, he is constantly encountering doors. Therefore, they can make or lose a sale.

For example: the potential buyer is immediately attracted to the custom-look of wood grains. For this reason, wood is still the

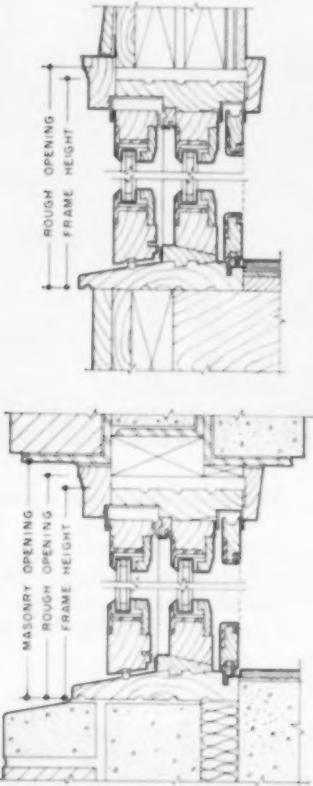
most popular material used in doors.

With the popularity of "indoor-outdoor" living, the buyer has encouraged the trend to aluminum sliding glass entrances (opposite page). They add one of the most dramatic elements to your home.

Inside, there is a definite swing to accordion-fold fabric and wooden doors, wood-louver types

and panel folders. Again, sales points are scored by the beauty and space-saving usefulness of these doors.

An example is the accordion door. The buyer recognizes its neat appearance and efficiency right away—particularly with regard to closet or storage space that is in constant use and must be readily accessible.



**Wood-frame sliding door goes with wood or masonry**

**SLIDING WOOD-GLASS** entrances can set up on both masonry and wood constructions. The slim wood rails and stiles go well with most architectural details. Wood frames provide efficient peripheral insulation and weather protection with single or double glass. Muntins customize the otherwise sheer surface. (Pella).

## appearance make them silent salesmen



**Sliding aluminum glass doors at poolside add outdoor living space to this home**

**CEILING-HEIGHT** sliding glass doors create a spacious appearance and increased plan flexibility. At a

poolside, the aluminum-frame doors provide easy walk-in space. Insulation qualities are good, making the

doors adaptable to most climates. Cost is offset by buyer appeal (Sliding Glass Door & Window Inst.).

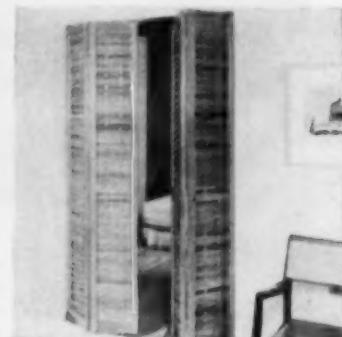
**Here are three doors that will add sales punch to any model home**



**CURVED RAILS** and V-grooved panels make this a distinctive front entrance (Simpson Logging's "Sonata").



**DOUBLE-UNIT** fabric door is ideal for closets. "Columbia-matic" also cuts labor costs (Columbia).



**WOOD FOLDING DOORS** offer a custom touch. "Tropix-Weve" is in redwood or mahogany (Clopay).

## ROOFING BREAKTHROUGH



**THE OLD** mop-applied way of roofing requires at least five men. They must heat and mop tar, carry it and the heavy tar rolls onto the roof. These men in an average working day cover 8,000 sq. ft. of roof.



**THE NEW** gun-applied way needs a roofing crew of three men—one on the hose, one on the gun, the other manning the compressor. They cover 15,000 to 18,000 ft. of roof in the same time it takes five men to cover 8,000.

## New spray-on roofing is twice as fast—costs 20% less

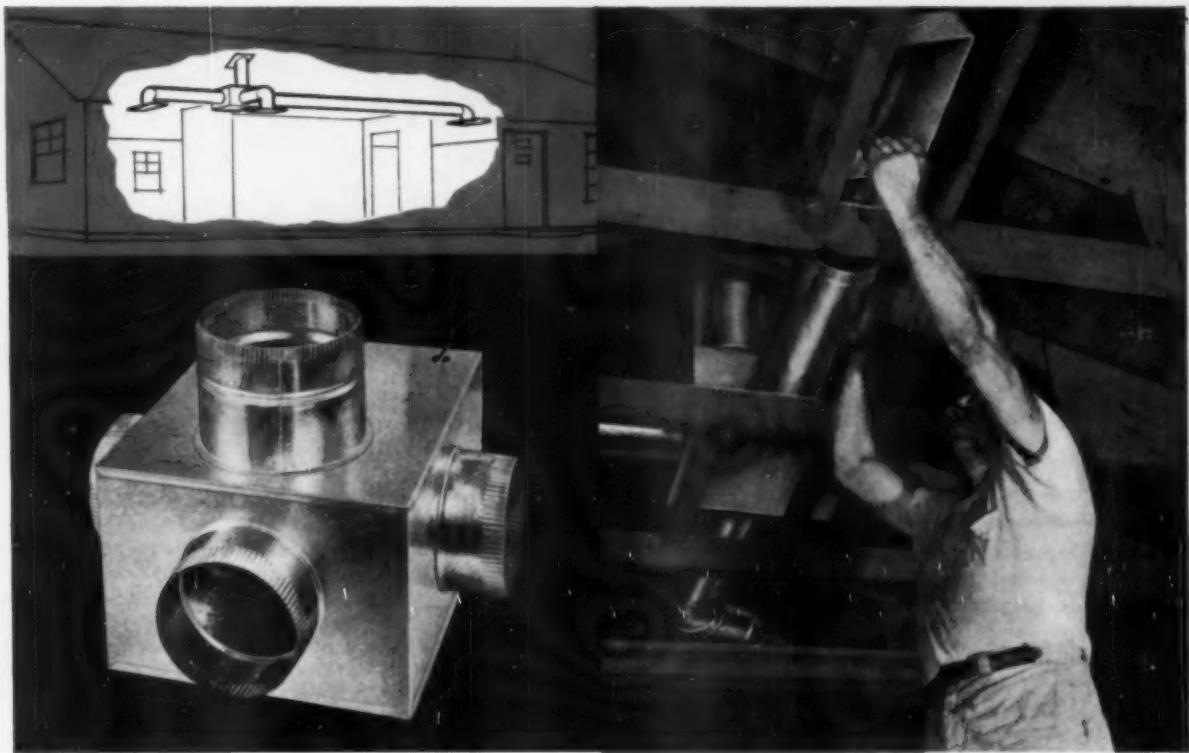


**GUN DEMONSTRATES VERSATILITY.** Sprayed emulsion, with its Fiberglas base, quickly jumps or covers the gaps of the chicken-wire panel. A double strand of glass fibers is fed into the gun to bridge these unusually wide gaps. Normally, on a roof, one strand is sufficient.

**F**lintkote's new Monoform spray-on roofing (being applied above and left) gets away from all the disadvantages of the traditional method of roofing commercial buildings.

It represents the first great departure in roofing since roll roofing was developed in 1790.

An asphaltic emulsion, sprayed from two of the gun's three barrels, intermixes and combines with chopped glass fibers as they are shot from the center barrel. When sprayed on a prepared surface, the mixture forms a tough monolithic coating that is highly resistant to water and weather, can be surely bonded up to 20 years. (For more information, **Circle No. S39, page 185.**)



## **cut ventilating costs . . .**

with the new Lau Centri-Vent ventilating system. You save on both installation time and materials. The Centri-Vent effectively and economically ventilates up to four areas in any home. It's the practical answer to the new FHA ruling requiring ventilation for all inside bathrooms without windows. The unit vents to the outside, making it perfect for range hood, bathroom, utility room and kitchen.

The complete Centri-Vent system can be installed in less than 1 hour and 30 minutes by one man. Compare that with installing four individual ventilating fans! Installation is quick because only one hole is cut in the roof and

each Centri-Vent is sized for its particular application. Everything needed for installation is furnished: ducts, grilles, registers, wiring, switches, switch plates, back draft damper, roof cap and central blower unit. Everything fits . . . no shortages, no extra parts.

The unit is pre-wired with a special low voltage electrical system that speeds installation, reduces fire hazard and makes full control of the Centri-Vent possible from a switch conveniently located in every area being ventilated.

**Write today** for complete information on this new Lau Centri-Vent and how it can help you save money on home ventilation.



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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Person Requesting Information \_\_\_\_\_

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**When it comes to practical advice, the commercial builder's word carries weight... and no wonder! His suggestions can often save important money for his client... will, in fact, where he recommends these Dow Building Products. Just as important, these fine construction materials provide lasting protection... which means owner satisfaction and enhanced reputation for the builder.**

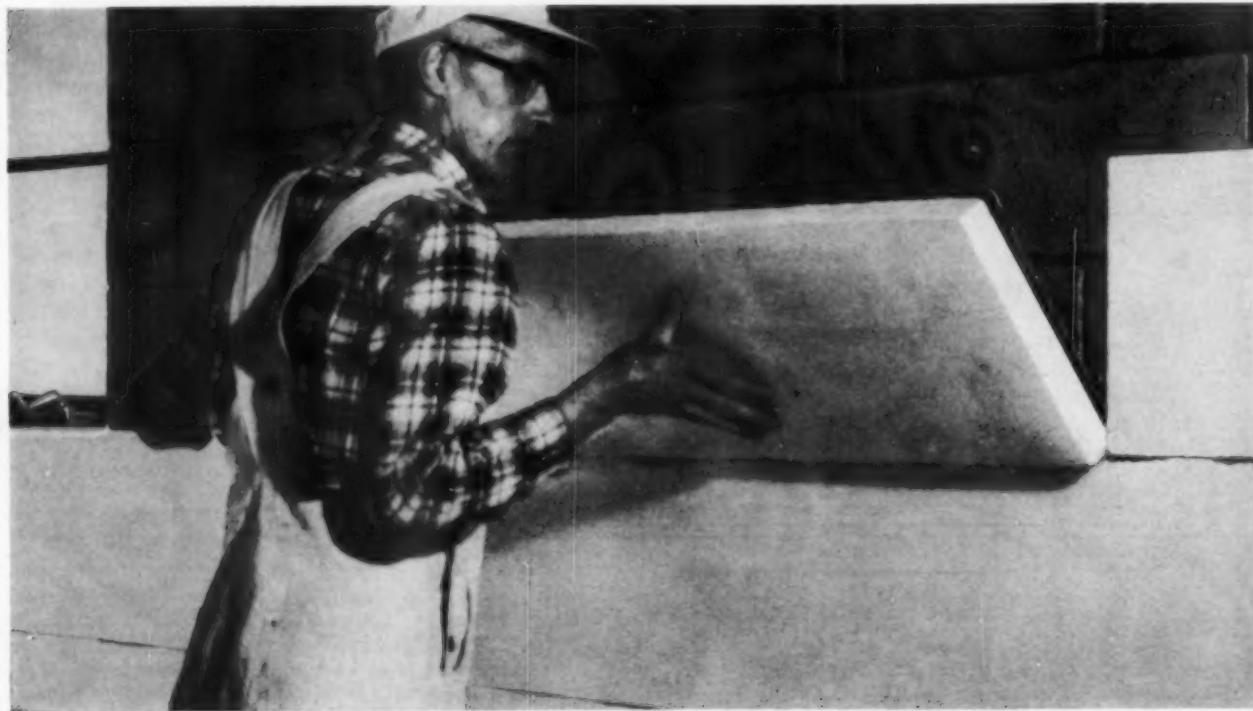
When your recommendations are sought on comfort insulation, you can confidently predict savings and superior insulating performance with Styrofoam®. Because Styrofoam doesn't absorb water, it's an excellent moisture barrier, and provides permanent insulating efficiency . . . maintains owner satisfaction and builder reputation.

The use of Styrofoam® helps bring the cost of insulating masonry structures down. Simply bond Styrofoam to the masonry wall with portland cement mortar — then after the mortar has dried apply wet plaster, wallboard or panelling to the Styrofoam. This eliminates the

cost of furring and lathing, and gives permanent, full insulation at a cost comparable to insulated frame structures.

Styrofoam is ideal for cavity wall construction, too. It can be bonded to the interior by using portland cement mortar, or held by the wall ties. Styrofoam provides comfort and economy for heated and air-conditioned buildings.

Styrofoam cuts installation costs, too. It cuts easily with hand tools, the surface keys well to mortar and plaster; and Styrofoam weighs so little (about 2½ ounces/bd.ft.) that crews can handle it all day without fatigue. In addition, Styrofoam resists rot and fungus, and



Styrofoam can be bonded directly to masonry walls, eliminating furring and lathing.



Scorbord snaps off at convenient pre-scored intervals, saves installation time and labor.

has no food value to attract insects or rodents. In fact, lightweight Styrofoam offers owners of commercial buildings advantages at every turn — in cost, in time, and in permanent insulating efficiency.

\*Dow's registered trademark for its expanded polystyrene.

**PRE-SCORED FOR PERIMETERS.** Owners save on costs by insulating perimeters and slab floors with Scorbord®—Dow's pre-scored expanded polystyrene board that provides permanent insulation and superior vapor barrier properties. Because Scorbord doesn't absorb water vapor or moisture, it retains its insulating efficiency regardless of ground or

weather conditions. When combined with Polyfilm®, Scorbord insures a warm dry floor in slab-on-grade or crawl space construction.

Scorbord cuts insulation costs, too, by its ease of application. The 2-foot by 8-foot boards are pre-scored at convenient intervals. Your men just snap off cleanly the width desired, without cutting. Use Scorbord for horizontal and vertical perimeter installation; for insulating slabs and for perimeter heating.

†Patent applied for

**ROOF DECK INSULATION.** Installed conventionally, Roofmate® has permanent low thermal conductivity and high moisture resistance . . . acts as its own moisture vapor barrier. Roofmate can be hot-mopped without melting or warping. Extreme light weight and ease of application mean fast, economical installation. Owners can plan on real cost savings when you recommend Roofmate!

\*Trademark

**FLEXIBLE FLASHING.** Saraloy® 400, Dow's elastic flashing material, can be formed and fitted right on the job. For even the toughest flashing conditions, you can count on Saraloy 400 to last years longer than other materials. This flexible sheet won't crack, corrode, check or peel. It is easily conformed to building contours, can be bonded permanently to any common surface . . . masonry, brick, glass, wood, tile, cement.

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Roofmate provides permanently low "C" factor, high moisture resistance for built-up roofs.

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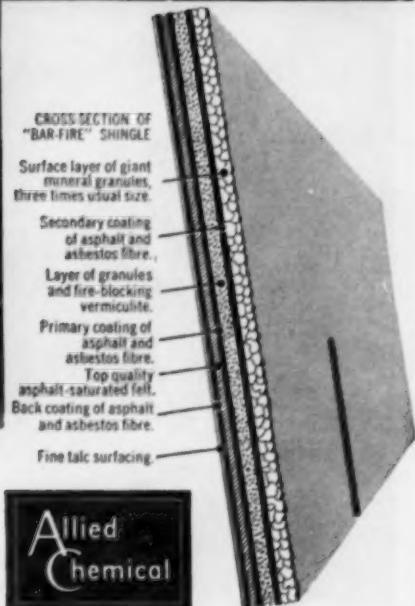


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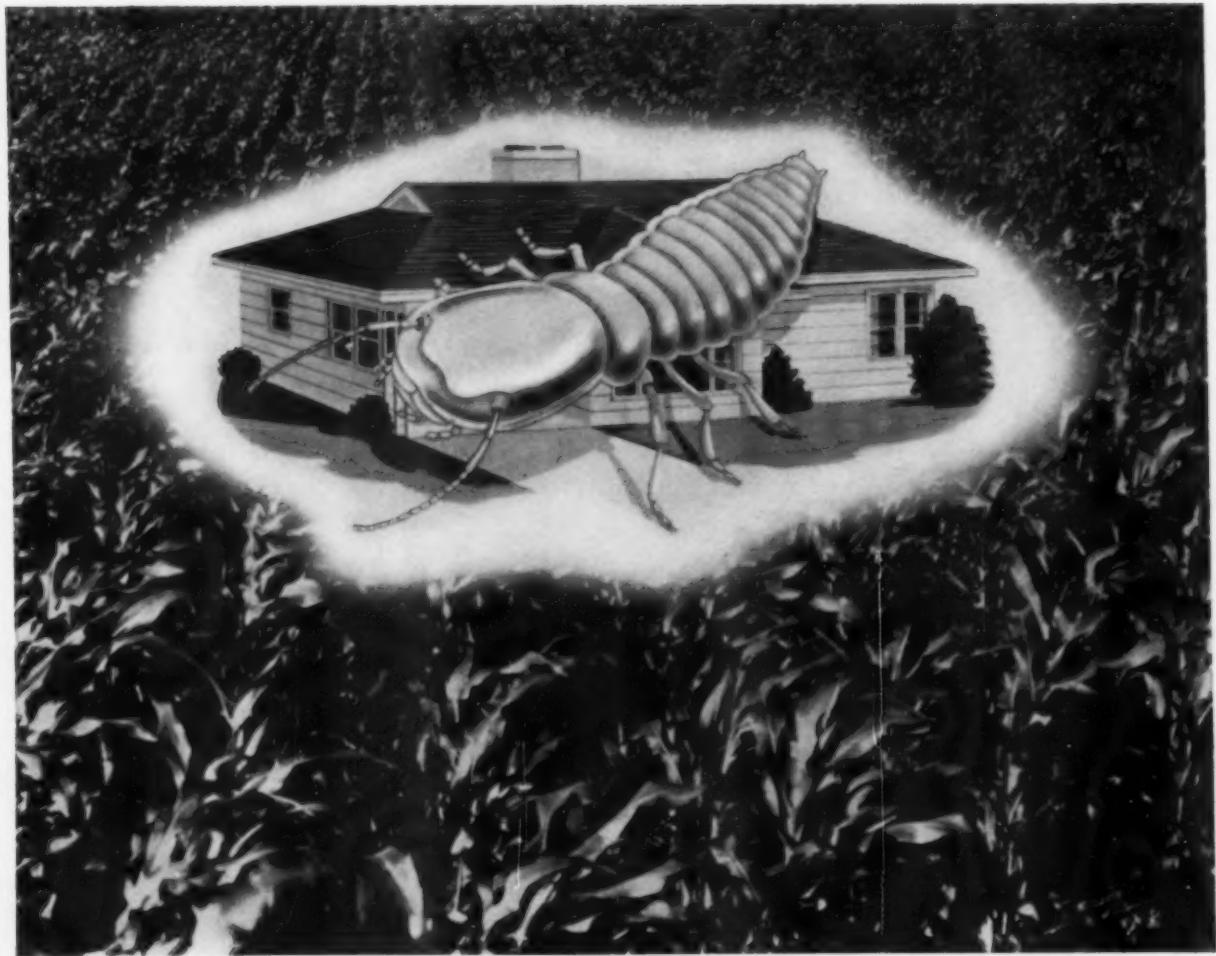
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## A SOLUTION TO A MAJOR BUILDING PROBLEM

IN early 1959, most U. S. builders had never seen or heard of Shell Chemical's aldrin. For, until last year, aldrin has been known primarily for the job it does in knocking out crop-destroying soil insects on the farm.

Shell researchers, constantly looking for new marketing opportunities, thought aldrin could be just as effective against subterranean termites attacking new homes. Years of field testing, in cooperation with leading government and building authorities, proved they were right.

Today, through pre-construction control, aldrin insecticide is protecting new homes across the country against termite damage—and gaining wider acceptance all the time. Moreover, the F. H. A. and other federal agencies have now listed aldrin in their minimum property standards.

### One Advertisement and the Product Was Launched

To announce the entry of aldrin into the new home market, Shell used

just one building magazine — American Builder.

A two-page advertisement was placed in the May, 1959, issue. Shell District Managers reported "immediate enthusiastic response" from builders all over the U.S.A.

Shell Chemical Company, New York, also reported, "*One of the best advertising responses we've enjoyed from any publication of this type.*"

J. Walter Thompson Company, agency for Shell Chemical Company, further states: "*We recommended American Builder magazine because it reaches a large cross-section of builders who are the prime sales target for Shell Chemical Company.*"

### How Other Manufacturers Can Profit From Shell's Example

Today, many U.S. businessmen are faced with these marketing problems: how do you find new sales and new markets at less cost?

If you seek broader selling opportunities for your own company, and

greater assurance of advertising response, Shell's experience with aldrin is an excellent marketing example to consider. Through American Builder's pages, aldrin was introduced in a completely new market—and got off to a remarkably fast start.

It happened, we believe, because American Builder gives advertising these three unique advantages available, as a whole, nowhere else:

1. *The largest builder audience available.*
2. *93.8% of all 100-house-and-over builders.*
3. *An advertising environment of prestige and authority—where your message will be read, weighed, and acted upon.*

Note: Shell is continuing its campaign in American Builder—with a still bigger schedule in 1960.

THE BUSINESS MAGAZINE FOR BUILDERS

# American Builder

A SIMMONS-BORDMAN TIME-SAVER PUBLICATION



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*—symbol of progress*

The distinctive, modern design of this new nickel silver Dexter key is symbolic of the continuous progress at Dexter.

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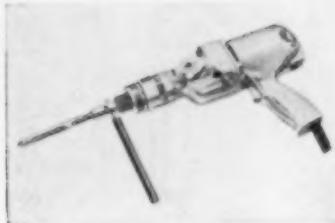
## GUIDE TO NEW PRODUCTS



### Gives clean-line look

Concealed hinge gives wood window unit clean-line look. Nylon bearings at top and bottom slide toward center of frame on stainless steel track. Sash sag is prevented. Available in wide range of sizes. Has as optional equipment three patterns of muntins.—Rock Island Millwork Co.

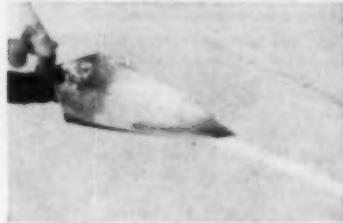
**Circle No. 540 on reply card, p. 185**



### Adjusts to any job

Heavy-duty electric hammer adjusts impact to suit job. Force of blow remains constant until manually reset. Hammer action stops and motor idles when tool is not in use. Designed for concrete drilling, setting anchors, etc. Weighs 6½ lbs.; length, 12".—Milwaukee Electric Tool Corp.

**Circle No. 543 on reply card, p. 185**



### Caulk needs no primer

Butyl calking applies by gun or trowel, requires no primer. The joint-sealing compound is for use in concrete and masonry construction. "Sealtight" is unaffected by freeze-thaw cycles. Resists oil, gasoline, weathering. Is nonbleeding, nonstaining; tack-free in six hours.—W. R. Meadows, Inc.

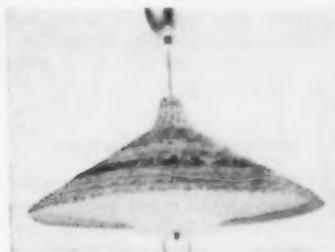
**Circle No. 546 on reply card, p. 185**



### Sheet is low-cost

Aluminum building sheet costs from 4¢ to 11¢ less per lb. than other nonheat treatable aluminum alloys. Material comes in flat sheets or coils. Has milled or embossed finish and available in five thicknesses from .019" to .050". Sheets form readily.—Joseph T. Ryerson & Son.

**Circle No. 541 on reply card, p. 185**



### Adjusts from 20 to 56 ft.

New pull down lighting unit—"Sun 'N Sand." Shade is blend of imported reed interwoven by hand with accent strips of sparkling brass. Diffuser is white styrene; cord is white and adjusts from 20" to 56". Similar pulldown, 17" in diameter, available.—John C. Virden Co.

**Circle No. 544 on reply card, p. 185**



### Simplifies application

Ceiling tile application is speeded by new system. Metal strips replace conventional wood furring, are nailed directly to ceiling joists. Tiles slide into place with no other fastening. Maximum loss of headroom is less than 1". Installation takes less than a day.—National Gypsum Co.

**Circle No. 547 on reply card, p. 185**



### Door is prefitted

Door is prefitted, prefinished, installed before unwrapping. Comes in choice of two natural finishes. One surface is recommended for on-the-job final coating. Other needs no finishing. Doors are pre-sized, bored, and dapped. Wrap window shows grain.—California Wood Products, Inc.

**Circle No. 542 on reply card, p. 185**



### Fittings are stronger

New 4" pipe fittings are made of special composition with high impact strength. They are shatter- and rootproof. Features waterproof joints and fast, simple installation. Fittings are reinforced with fiber glass. Available in ½ bends, ¼ bends, wyes and tees.—Kyova Fiber Pipe Co.

**Circle No. 545 on reply card, p. 185**



### Opens on two sides

Prefabricated corner fireplace opens on two sides, requires no mortar or masonry for installation. Designed for floor level or raised hearth, can butt against combustible surface with absolute safety. Firebox floor is high-temperature ceramic; side and back are heavy metal.—The Majestic Co.

**Circle No. 548 on reply card, p. 185**

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**It's So Easy** to measure with a Rolatape ... and you save time on every measuring job. You can have precision accuracy to a fraction of an inch in less time than pace-off "guesstimates." No tapes to wind, no helper required.

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### REPRESENTATIVE WANTED

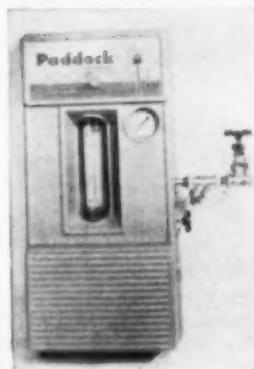
Manufacturer of Ovens, Insert Ranges, Hoods, Kitchen Cabinets, both plastic and wood, Vanities and Tops. Looking for Manufacturers Representatives throughout the country. Many territories open. Please contact Stephen Earl, National, Inc., Avenue A, N. J. HEMLOCK 6-8200.

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**AMERICAN BUILDER**  
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## NEW PRODUCTS



### Keeps pool safe

Orifice-type vacuum-gaseous feed chlorinator is low in cost, has built-in safety features. Unit has automatic shutoff, features vacuum and pressure relief. Available in 10-, 25-, 50-lb. capacities. Includes solution and chlorine connections.—Paddock Pool Equipment Co.

Circle No. 549 on reply card, p. 185



### Cuts installation time

This new ¼-hp submersible pump is for well depth settings to 60'. Installs with ¾" piping for substantial savings. Pump elements are made from non-water absorbing, lightweight material. Units can be disassembled in the field; eliminates return to factory for service.—Goulds Pumps, Inc.

Circle No. 552 on reply card, p. 185

### Gutters have new finish

Aluminum gutters and downspouts have rugged metal gauges, come in soft-luster finishes. Units are also embossed. The .032" gutter and .024" downspout exceed FHA requirements by 20%. Gutters are available in 5" ogee style and in lengths up to 20' with lap joints.—Reynolds Metals Co.

Circle No. 550 on reply card, p. 185

### Coating is pliable

New compounds give roof coatings pliability, resistance to cracking and peeling. "Banoxol" prevents oxidation and drying out, keeps coating flexible. "Pliogar" penetrates old roof, restores pliability. "Microtex" resists heat, cold, increases adhesion, prevents peeling.—The Garland Co.

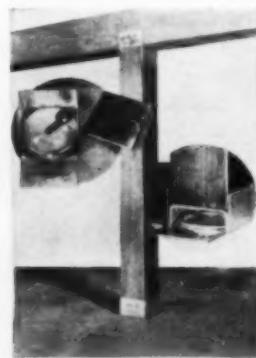
Circle No. 553 on reply card, p. 185



### Panels do many jobs

"Seaporlucent" is new, translucent fiber glass-reinforced plastic wall unit. Comes in a variety of color schemes. Panels are composed of two reinforced acrylic-polyester plastic surfaces laminated with interior core of extruded aluminum grid work.—Seaparcel Metals, Inc.

Circle No. 551 on reply card, p. 185



### Anchor is adjustable

Post anchor allows up to 2½" lateral and 1½" vertical adjustment. Suitable for applications such as carports, patios, porches, partitions. Stand-off plate gives termite and dry-rot protection. Anchor sizes range for 4"x4" to 8"x8"; meet FHA, local codes.—Woodmack Products, Inc.

Circle No. 554 on reply card, p. 185

# You are now shopping in American Builder's Supermarket

Help yourself . . . to the latest in new products and new catalogs shown on the pages ahead. You don't have to write, just circle the numbers on one of the cards below. Then drop the card in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer and he'll send you complete data, free of charge. So . . . get out your pencil and help yourself.

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## American Builder Reader Service

SEPTEMBER 1960 ★★

GAS PRODUCTS	\$19	NEW PRODUCTS
S1	821	828
S2	822	840
S3	823	841
S4	824	842
S5	825	843
S6	826	844
S7	827	845
S8	828	846
S9	829	847
S10	830	848
S11	831	849
S12	832	850
S13	833	851
S14	834	852
S15	835	853
S16	836	854
S17	847	855
S18	838	856

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| <input type="checkbox"/> Sub-Contractor or     | <input type="checkbox"/> Engineering     | <input type="checkbox"/> Realty             |
| Building Trades                                | <input type="checkbox"/> Manufacturer or | <input type="checkbox"/> Organization       |
| <input type="checkbox"/> Building or Planning  | <input type="checkbox"/> Producer        | <input type="checkbox"/> Government         |
| Own Home                                       | <input type="checkbox"/> Distributor     | <input type="checkbox"/> Student or Teacher |

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| <input type="checkbox"/> Sub-Contractor or     | <input type="checkbox"/> Engineering     | <input type="checkbox"/> Realty             |
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## American Builder Reader Service

SEPTEMBER 1960 ★

GAS PRODUCTS	\$16	NEW PRODUCTS
S1	821	839
S2	822	840
S3	823	841
S4	824	842
S5	825	843
S6	826	844
S7	827	845
S8	828	846
S9	829	847
S10	830	848
S11	831	849
S12	832	850
S13	833	851
S14	834	852
S15	835	853
S16	836	854
S17	837	855
S18	838	856

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| <input type="checkbox"/> Sub-Contractor or     | <input type="checkbox"/> Engineering     | <input type="checkbox"/> Realty             |
| Building Trades                                | <input type="checkbox"/> Manufacturer or | <input type="checkbox"/> Organization       |
| <input type="checkbox"/> Building or Planning  | <input type="checkbox"/> Producer        | <input type="checkbox"/> Government         |
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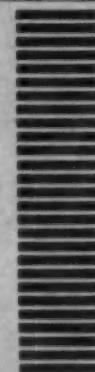


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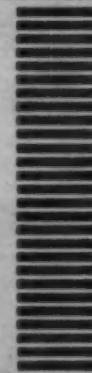


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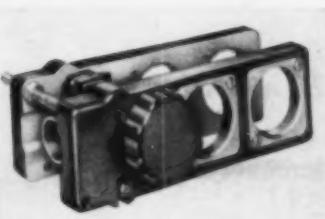
## NEW PRODUCTS



### Color is in the glass

Glass tile panels have soft, green color built right in, give cooling effect. Have insulating value, reduce heating and air-conditioning costs. Basic panels are 2' high, 4' to 5' wide. Erection is swift, units fasten to vertical aluminum struts, interlock.—Kimbler Glass Co., Owens-Illinois.

Circle No. 555 on reply card, p. 185



### Simplifies lock setting

Improved boring jig simplifies locating and boring of side hole and latch hole for maker's locks. Types include #1900 for 2 1/8" backset, #1910 for 2 3/4" backset, #1920 for 2 5/8" and 5" backset. Side plates have great strength and rigidity.—Weiser Co.

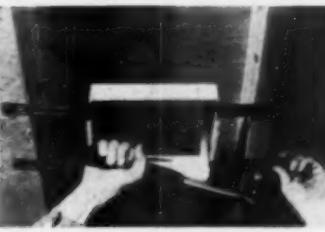
Circle No. 558 on reply card, p. 185



### Comes in natural finish

Hardwood paneling has natural Pecan finish, gives luxurious look to rooms. Has baked-on triple coating, resists scuffing and staining. Panels are light in weight, V-grooves give random plank effect. Come in 4 ft. widths; 7-, 8-, 9-, 10-ft. lengths.—Georgia-Pacific Corp.

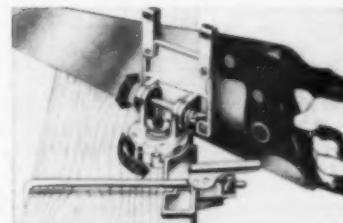
Circle No. 556 on reply card, p. 185



### Fixture snaps in

Installation time for recessed fixtures for new construction or remodeling is reduced by 50% with snap-in fixtures. Mounting strips are snapped onto fixture, nailed between joists. Comes in two 100-watt models. Front finishes are chrome, brass, copper.—The Emerson Electric Mfg. Co.

Circle No. 559 on reply card, p. 185



### Solves mitering problems

Mitering gauge cuts angles from 90° to 45°, eliminates need for miter box. Can be used for sawing wood, metal, plastic. Has three components: clamping base, swivel base, backing guide, and plate. Needs no special saw, carries from job to job easily. Lists at \$6.95.—Nielsen Saw & Mfg. Co.

Circle No. 557 on reply card, p. 185



### Cut construction costs

Ring-barb nails cut costs, improve construction quality, speed many jobs. Shanks have ring grooves for maximum holding power. Used for drywall, shingling, sheathing. Come in six finishes and a variety of lengths. Available in 1-, 5-, 10-, 25-, 50-, and 100-lb. packs.—The Hillwood Mfg. Co.

Circle No. 560 on reply card, p. 185

## save with

# SUR-LOK

### masonry wall reinforcement

Known for its exceptional quality, yet Sur-Lok is competitively priced.

Meets ASTM Specifications A-82-34 and A-106-57. Made in any size for any type of single or double wall construction. Pressure welded.

For strength, quality, savings, rely on Sur-Lok.

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**DAYTON SURE GRIP  
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You can do two things to guard yourself against cancer: Have an annual health checkup. Alert yourself to the seven danger signals that could mean cancer: 1. Unusual bleeding or discharge. 2. A lump or thickening in the breast or elsewhere. 3. A sore that does not heal. 4. Change in bowel or bladder habits. 5. Hoarseness or cough. 6. Indigestion or difficulty in swallowing. 7. Change in a wart or mole. If your signal lasts longer than two weeks, go to your physician. Give him the chance to give you the chance of a lifetime.

**AMERICAN CANCER SOCIETY**

## NEW PRODUCTS



# Filuma® THE DOOR THAT LETS LIGHT IN!

Filuma® with exclusive sculptured design, in glamorous colors to match any home, is the exciting news in garage doors today. No other door has won such wide acceptance in so short a time. The translucent fiberglass diffuses soft daylight inside to transform any garage into a pleasant extra room . . . actually eliminates the need for garage windows! Weighing only 1/3 as much as wood doors, it is the fastest to install and easiest to operate. It's trouble-free . . . warp-proof, shrink-proof, shatter-proof. It's maintenance free . . . needs no glazing or painting. And it's weather-tight—the tapered track and fleximatic guide seal out elements. Encased in strong, durable aluminum frame it cannot bind-ever! Filuma with inside-outside latch, chrome handle, 11½" headroom, and zinc plated hardware, is truly tomorrow's door today!

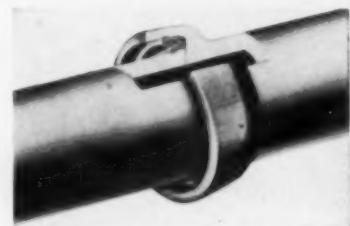
\*Patent Pending

Filuma is available in five attractive colors to assure perfect home harmony: Coral, Yellow, Green, Tan, and White. Complete Filuma literature is available by writing Frantz headquarters at Sterling, Illinois.



Filuma comes in ten sizes to fit all residential openings

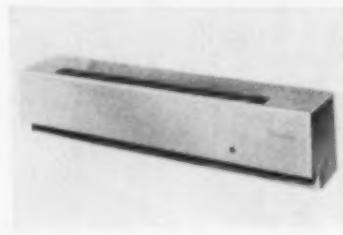
FILUMA IS PRODUCED EXCLUSIVELY BY  
**FRANTZ**  
MANUFACTURING COMPANY  
STERLING, ILLINOIS



### Has plastic-type joints

Clay pipe has snap-together plasti-sol joints, permits rapid installation. Spigot end has solid smooth plasti-sol ring which mates with ring of same material in bell. Holds maximum compression. Resists corrosive agents, deterioration, roots. Withstands vibration.—Robinson Clay Product Co.

Circle No. 561 on reply card, p. 185



### Has low silhouette

New air conditioner has a low silhouette for floor level fenestration. Called "Low-Boy Airditioner," unit is 14½" high, is designed for year-round service. It is installed free-standing for drape clearance. Colors include ivory, rose, beige, sepia, almond green.—Modine Mfg. Co.

Circle No. 562 on reply card, p. 185



### Chimes have new design

Nonelectric door chimes have new aluminum outside plate with anodized dull silver or gold finish. Inside chime enclosure has light ivory finish. Chimes sound two notes. Contain no wires or batteries. Three models run from \$4.95 to \$8.25—Auth Electric Co., Inc.

Circle No. 563 on reply card, p. 185

# WORLD'S EASIEST HANDLING CRAWLER



62 gross engine h.p. with 1-yd. loader

## Take the controls of a new Oliver Trans-O-Matic OC-96 Loader —and "let the tractor do the talking!"

Power shifting plus power steering (with three types of turns) makes the startling difference! The OC-96 is so easy to operate, it simply cannot be compared with older designs on this count—or any other!

You sit in a spacious, foam-rubber seat (offset for ideal visibility)...have full-freedom leg room in the wide, flush-deck compartment.

As for the controls, they're practically "in your lap." Levers for power steering, power reverse and power shift are placed directly ahead of the seat. Your arms are in "resting" position all the time. To brake or foot-steer, pedals do the job just as effortlessly.

Easy operation, indeed! The easiest you ever had—plus.

**NEW! 3 types of power turns**—The only crawler its size giving you counter-rotation turns for about-faces in the tractor's own length—also spot turns and gradual turns.

**NEW! Power shifting**—Shift from forward to reverse instantly, on the go. No clutching, no gear-clashing with Oliver's all-hydraulic Trans-O-Matic transmission. Four speeds in high or low range—forward to 6.05 m.p.h., backward to 8.07 m.p.h.

**NEW! Torque converter**—The OC-96 has heaviest-duty torque converter (not automotive kind)—delivering full engine power for digging and crowding in fastest non-stalling operation. Advanced 62 gross h.p. diesel.

**NEW! 1-yd. loader design**—See how the OC-96 is an integral tractor-loader minus high, hung-on parts and cross members. Loader side pedestals are actually part of the tractor for low profile, high stability, finest visibility and safety. Fast breakout, greatest dumping reach. No other its size has such rapid work cycle—is so rapid-reversing.

LOOK TO OLIVER FOR YOUR BEST BUY IN WHEEL AND CRAWLER TRACTORS



**THE OLIVER CORPORATION**

Dept. 2232, 400 W. Madison St., Chicago 6, Illinois

"Easy operation? Man, this OC-96 is the easiest I've ever seen!" "There has never been a crawler-loader like it for speedy, easy handling," says Lee Bruce of L. H. Bruce and Son, Middleton, Wisconsin.

On this big grading and loading assignment for a University of Wisconsin 2½-million-dollar student housing project, the OC-96 hustled the entire job. Six-yard trucks were put on a 2½-minute loading cycle. Counter-rotation turns cut time and working distance, permitted trucks to be spotted closer.



**NEW CATALOG**—"must" reading for cost- and comfort-conscious tractor users.

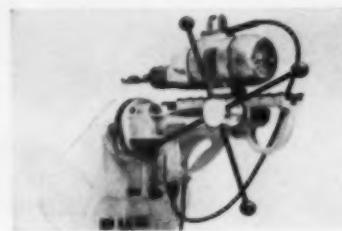
## NEW PRODUCTS



### Combines two selectors

New wall control combines thermostat with selecting switch. Unit is available for electronic modulation systems employed on gas furnaces. Previous need for separate end switch has been eliminated. Unit contains temperature control and bi-metal thermostat.—Maxitrol Co.

Circle No. 564 on reply card, p. 185



### Vacuum holds drill

Portable drill is held firmly against surfaces by powerful vacuum pump. Holds on irregular or uneven planes. Grip is 3,000 lbs., gives drill stability, yet retains portable qualities. Vacuum stand comes in four models, does not include drill.—Bux Magnetic Products, Inc.

Circle No. 565 on reply card, p. 185

### Both durable and decorative

"Tonecrete" is name of building surface coating with many durable qualities. Suffers little from oxidation, weather exposure; is fire resistant. Can be applied to all types of masonry, tile, drywall, asbestos and cork board, paint-primer wood.—Desco International Assn.

Circle No. 566 on reply card, p. 185

### Sealant is flexible

Butyl rubber-base calking compound is for permanently flexible joints in curtain wall products. Creates weather-resistant seal between glass, aluminum, steel, marble, plastic. Adheres without sag in -20° to +180° F. temperature ranges. Is noncorrosive and non-staining.—DAP, Inc.

Circle No. 567 on reply card, p. 185

## MEETING YOUR RIGID SPECIFICATIONS

### LEVITON

#### SPECIFICATION (5000) GRADE

In specifying a Leviton 5000 number, you are assured of getting completely dependable, top-quality Specification Grade devices.



#### QUIET SWITCHES

A full line of 15A and Heavy Duty 20A AC Quiet Switches.



#### 5200 COMBINATION LINE

Complete line of duplex devices in S.P., 3 W, single or separate circuits to fit standard duplex wall plates.



#### INTERCHANGEABLE LINE

A complete series of flush mounted wiring devices and straight line design wall plates to allow a large number of combinations . . . in one-gang or multi-gang arrangements.

Your best jobs are done with . . .

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## On wheels or tracks... IH-tough!

New standards of performance and economy over the widest range of work are being set by the International® 340 and its running mate on tracks, the T-340 crawler. From rugged steel grille to heavy-duty final drive, these IH-tough units lead their fields for built-in stamina—day-in, day-out dependability.

For even greater capacity see the 61 hp\* International 460. Smooth six-cylinder engine, greater built-in brawn provide unequalled strength, traction, and stamina for top performance on your heavy-duty operations.

**Tops in fuel economy, too!** Combining 47 engine hp\* with greater built-in weight for sure-pulling traction, owners everywhere report remarkably low fuel consumption. Crisp, faster-working hydraulic power shortens each work cycle. Then, shortcut job time even more with optional Fast Reverser, or Torque Amplifier drive. Fast Reverser gives five speeds coming and going to speed shuttle-type work. TA gives 10 speeds forward, lets you boost push or pull-power up to 45 per cent in any gear, *on-the-go*, without shifting for those heavy drawbar loads.

You'll boost earnings by cutting costly downtime with rugged, stamina-proved IH tractor power—seven sizes, 13.4 to 95 hp\*. Ask your dealer for a demonstration. Or, write for catalog. International Harvester Co., Dept. AB-9, Box 7333, Chicago 80, Illinois.

\*Maximum flywheel hp at standard conditions.



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## GARAGE DOORS

### HELP SELL HOMES

for Albee Homes, Inc.

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Because they incorporate a fine combination of smart, good looks with excellent construction and workmanship, they find that Calder doors help to make home sales easier and their list of satisfied customers grow.

Every Calder Wedge-Tight door . . . the door that floats on lifetime bearings . . . fits like part of the wall, yet even a child can raise and lower it easily.

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### CATALOGS

**FLOORING** with Appalachian hard maple is covered in four-page brochure. Gives three test reports on various grades. Color photos show closeups of flooring. Several installations are presented.—Appalachian Hardwood Mfrs., Inc.

Circle No. 568 on reply card, p. 185

**BRICK** and its uses in merchandising homes is colorfully illustrated in booklet. Shows how brick interiors, bars, patios, indoor-outdoor fireplaces add to sales appeal.—Structural Clay Products Inst.

Circle No. 569 on reply card, p. 185

**PROTECTIVE COATINGS** thoroughly covered in illustrated catalog. Discusses qualities of material. Gives technical data and properties of wash and rust primers, paints, hot sprays. Page of color chips.—U. S. Stoneware.

Circle No. 570 on reply card, p. 185

**LIST OF PUBLICATIONS** on wood finishes is contained in this book. Covers weathering, painting characteristics, priming procedures, exposures, testing, moisture retardants.—U.S. Forest Products Laboratory.

Circle No. 571 on reply card, p. 185

**AUTOMATIC CURBING** machine for asphalt or concrete is delineated in two brochures. Discusses uses for streets, parking areas, driveways. Gives diagrams, photos of machines in action.—Power Curbers, Inc.

Circle No. 572 on reply card, p. 185

**MASTER TV SYSTEMS** are subject of this 24-page booklet. Outlines designs suitable for different building constructions, installation of cables and components. Plenty of "how-to" diagrams. — Blonder-Tongue Laboratories, Inc.

Circle No. 573 on reply card, p. 185

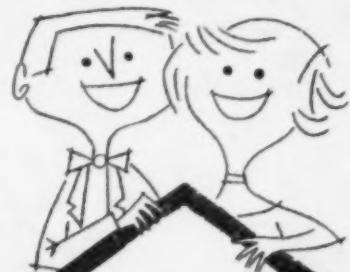
**ADMIXTURE** for concrete and mortar is detailed in new, 12-page booklet. Shows how material accelerates hardening, increases early strength. Discusses uses in colored cement mixes, patching.—Sonnenborn Chemical & Refining Corp.

Circle No. 574 on reply card, p. 185

**PRICE LIST** for "Ceramiduct" ducts and fittings is offered. Includes typical perimeter and radial heating installation diagrams. Also complete specifications with sizes, weights, fittings.—Harry O. Donnelly Co.

Circle No. 575 on reply card, p. 185

## MORE SATISFIED HOME BUYERS



when you  
use



- Prevents wood checking, cracking—inside and out
- Ends warping, swelling and shrinking of doors, windows
- Eliminates tile "pop outs"—protects grout from cracking
- Prevents efflorescence of plaster, stucco, brick
- Moisture proofs concrete floors prior to laying asphalt or vinyl tile

Deep penetrating, colorless Thompson's Water Seal locks out moisture from any porous material for 5 years and longer. Easy to apply by brush, spray, roller.

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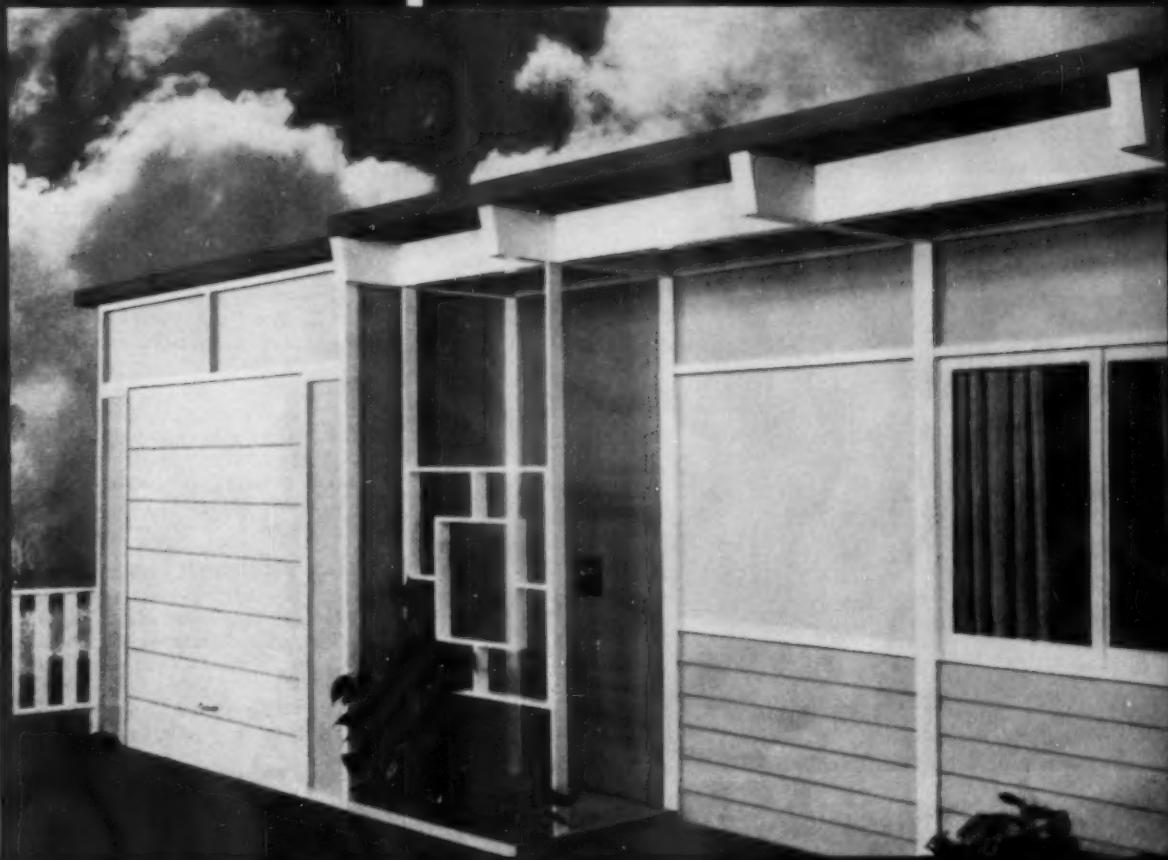
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# Versatile CreZon Overlaid Plywood

## SAVES YOU MONEY ALL AROUND THE HOUSE!

You'll save money every time you discover a new way to use Crezon Overlaid Plywood. Reduce construction and finishing costs on everything from accent panels to box beams. Crezon Overlaid Plywood installs quickly, easily, cuts cleanly. Two coats of paint do the job of three. Checking and grain rise are eliminated. Weathering characteristics are unsurpassed.



### THE HOUSE THAT CREZON BUILT

This handsome home features Crezon Overlaid Plywood in all siding, soffits, entrance door, box beams, garage door, fence, cut-out.

**BUILD WITH PARTS INSTEAD OF PIECES**  
Crezon Overlaid Plywood is in itself a component part, combining Douglas Fir Plywood with the superior surfacing qualities of a medium density resin overlay. By combining Crezon Overlaid Plywood with other construction techniques, builders can now cut costs by using parts instead of pieces!

### MORE WAYS TO USE CREZON OVERLAIDED PLYWOOD... THE PLYWOOD WITH A PLUS!

Partitions-Walls      Counter Tops  
Windbreaks      Car Ports  
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Built-ins      Play Boxes  
Shelving      Tool Sheds

These leading plywood manufacturers produce the highest quality overlaid plywood by bonding Crezon to DFPA exterior grade plywood:

Anacortes Veneer, Inc.      St. Paul & Tacoma Lumber Company  
Diamond Lumber Corp.      United States Plywood Company  
Evans Products Company      Washington Plywood Company  
Georgia Pacific Corp.      Canadian Western Lumber Co.  
International Paper Company (Long-Bell Division)      MacMillan & Bloedel, Ltd.  
Roseburg Lumber Company      Western Plywood Co., Ltd.



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CREZON SALES

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## CATALOGS

**BATHROOM FIXTURES** and what you should know about them. Done in 14 pages of full color. Shows several complete bathroom installations. Tells what to look for in lavatories, W/C's, bathtubs.—Universal Rundle Corp.

Circle No. 576 on reply card, p. 185

**REINFORCED MASONRY** lintels are well detailed in three technical bulletins. List advantages such as elimination of painting, built-in

fireproofing. All data and specifications.—Structural Clay Products Inst.

Circle No. 577 on reply card, p. 185

**PIPE JOINTS** for sanitary sewers are outlined in four-page bulletin. Lists qualities for joints. Explains correct trenching. Shows types of seals including hot-poured bituminous, precast bituminous.—Clay Sewer Pipe Assn.

Circle No. 578 on reply card, p. 185

**AUTOMATIC DOOR** operator for garages is feature of this folder. Door is activated by signal transmitted from car, turns garage light on automatically. Builds home sales as custom "extra."—Graham Industries Inc.

Circle No. 579 on reply card, p. 185

**METAL LATH** and its use with prefabricated metal stud nonbearing partitions clearly shown in brochure. Photos show step-by-step set of wall. Drawings detail construction methods.—Metal Lath Mfrs. Assn.

Circle No. 580 on reply card, p. 185

**WEATHERSTRIPPING** for interior and exterior carefully outlined in 14-page booklet. Describes uses as protection against dust, drafts, etc. Sections deal with windows, doors, shoes, strips, etc.—Pemko Mfg. Co.

Circle No. 581 on reply card, p. 185

**MODEL-HOME** merchandising kit contains useful sales aids designed for house using laminated-plastic products. Offers bright outdoor signs, counter cards, labels, pass-out folders.—Formica.

Circle No. 582 on reply card, p. 185

**EPOXY CONCRETE** adhesives as used in patching, overlaying old concrete, expansion joints, shown in a series of brochures. Handbook of application explains uses and preparation methods.—Thiokol Chemical Corp.

Circle No. 583 on reply card, p. 185

**POWER TOOLS** for construction are pictured in folder. Shows high-speed and high-torque saws, chain saws, drills. Also masonry drill-hammers, routers, planes, shears, sanders, etc. Models, specifications.—Skil Corp.

Circle No. 584 on reply card, p. 185

**WIRING GUIDE** and catalog #22 is complete and well illustrated. Contains 152 pages of strip wiring tools, raceways, all accessories. Explains section of National Electric Code pertaining to this system.—Wiremold Corp.

Circle No. 585 on reply card, p. 185

**DECORATIVE ROLLED** and wire glass in 26 patterns presented in excellently illustrated catalog. Pictures such patterns as raindrop, waffle, dappled, crossnet, grained, polished, wired, others.—Libby-Owens-Ford Co.

Circle No. 586 on reply card, p. 185



### Makes twice as many cuts

Every Delta Circular Saw doubles as a moulder! By changing to a moulding cutterhead you can make lip cuts, match existing mouldings and save the cost of expensive millwork. You can do all this in addition to fast, accurate ripping and cross cutting.

Look into the profit-building versatility of Delta Circular Saws equipped with a full range of accessories. Your nearest Delta Distributor is listed under "TOOLS" in the Yellow Pages.

For free literature on this complete line of Delta woodworking tools and accessories write: Rockwell Manufacturing Company, Delta Power Tool Division, 646J N. Lexington Avenue, Pittsburgh 8, Pa.



Delta 10" Unisaw; also 14", 12", 10", 9" and 8" models.



# *Certain-teed's Seal of assurance*



## *... gives Sealdon Shingles added protection*

You're certain of customer satisfaction with Certain-teed Sealdon Shingles. They offer the attractiveness and ruggedness of Certain-teed Tuftab shingles plus a factory-applied sealing compound on the underside.

When heated by the sun, this adhesive bonds each tab to the roof and, once sealed, Sealdons stay down. Hurricane winds or driving rain can't pry them loose. They seal weather out, seal protection in. Yet wind-blown

moisture can escape through small spaces left in the sealing strip.

Designed in the popular square-butt pattern in a wide choice of colors, Sealdons are being featured in Certain-teed's "Our Wonderful World of Color and Comfort" builder program. This includes three exclusive, sales-producing features designed to help you sell more homes. Get full details from your Certain-teed representative.



**CERTAIN-TEED PRODUCTS CORPORATION**

Ardmore, Pennsylvania

Plants and offices throughout the United States

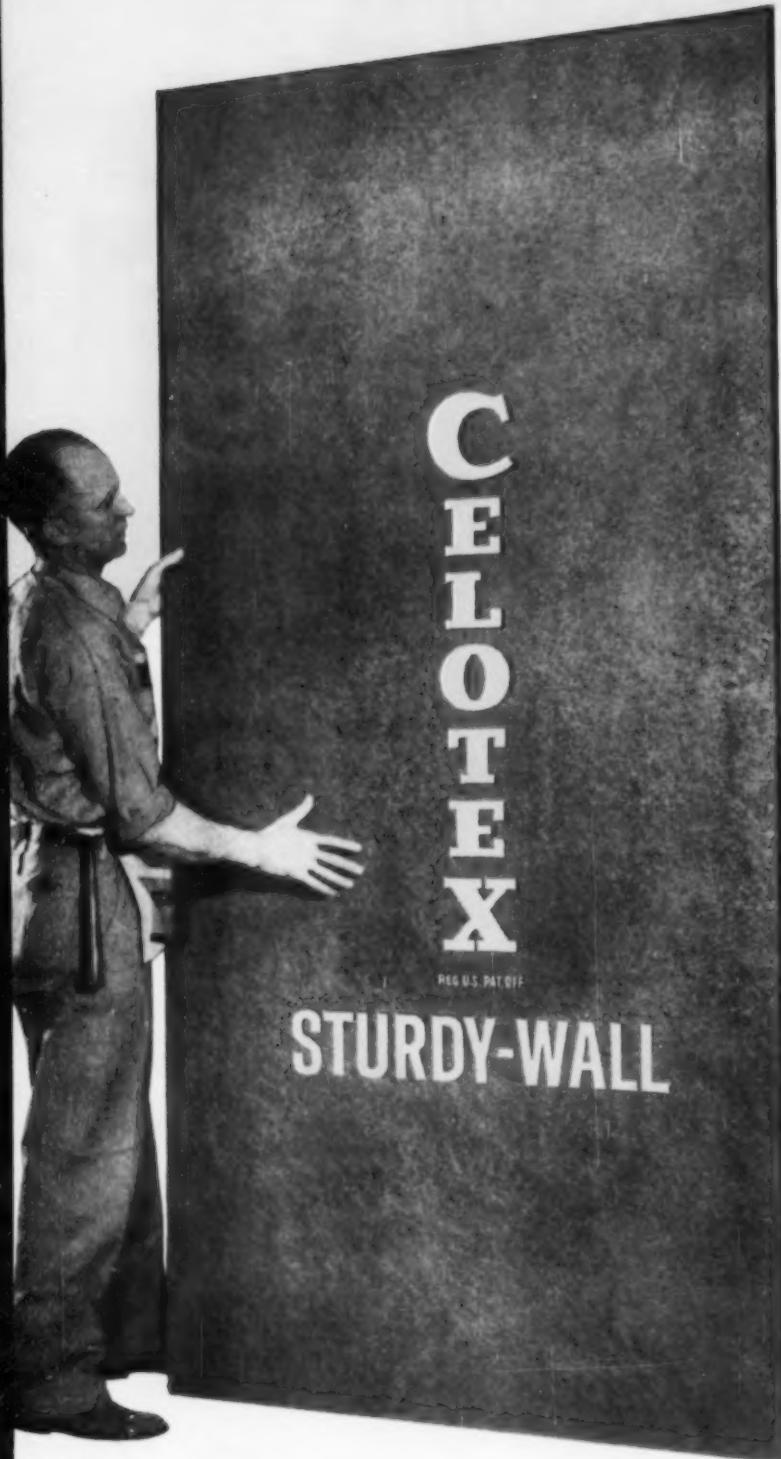
***Certain-teed®*** ... Superior Products through Creative Research

# No Corner Bracing Needed!

NEW STURDY-WALL\* INSULATING SHEATHING

BY CELOTEX

## Cuts Costs



**Mr. Builder:** With this great new low priced insulating sheathing, you build quality homes—yet MAKE IMPORTANT SAVINGS because of low applied cost!

- $\frac{1}{2}$ " thick impregnated insulating sheathing with high strength and rigidity. Lightweight units, easily handled by one man
- No corner bracing required in vertical application: Exceeds FHA racking strength requirements—nailed or stapled
- Asphalt-impregnated throughout for effective moisture-resistance
- "Big Board" panels (4' x 8' or 9'; square edges) that cover wall areas fast

Order from your Celotex dealer or see your Celotex representative.

If it's "by CELOTEX"  
you get QUALITY...plus!



A national program to encourage spending for first things first

BUILDING PRODUCTS BY

**CELOTEX**

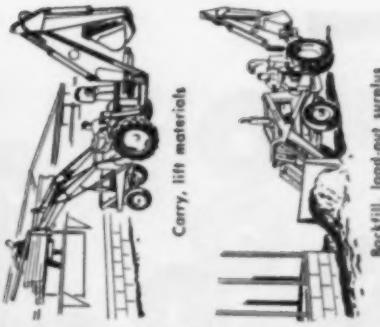
THE CELOTEX CORPORATION  
120 SOUTH LA SALLE STREET, CHICAGO 3, ILLINOIS

Insulating Sheathings for every building requirement, every budget: Double-waterproofed; Asphalt Impregnated; nailable Strong-Wall®; new Sturdy-Wall. \*Trademark.

**NOW...a 14' digger at a 12' price**



DIGGING • LIFTING  
LOADING • CARRYING  
**HANDLE WITH CASE!**  
*Utility*



**Handle your own digging, loading, and material handling, plus subcontract work with this NEW CASE® Utility BACKHOE-LOADER for as little as \$227 per month\***

Why settle for a 12' digger and undersize loader when the same investment will get you a heavy-duty 14' Case Utility backhoe and rugged 2000-lb. loader? Case Model 530 saves over \$1500 compared to other 14' rigs.

Model 530 cuts 14' deep, digs 16'9" from pivot, swings 180° with foot-pedal hydraulic control for fast cycling. Loader applies 3700-lb. breakaway, clearing for fast dump-and-go. It's a rugged, quality machine with stress-engineered alloy-steel backhoe boom, dipper stick and buckets, plus power steering, shuttle transmission, 14.9-24 tires.

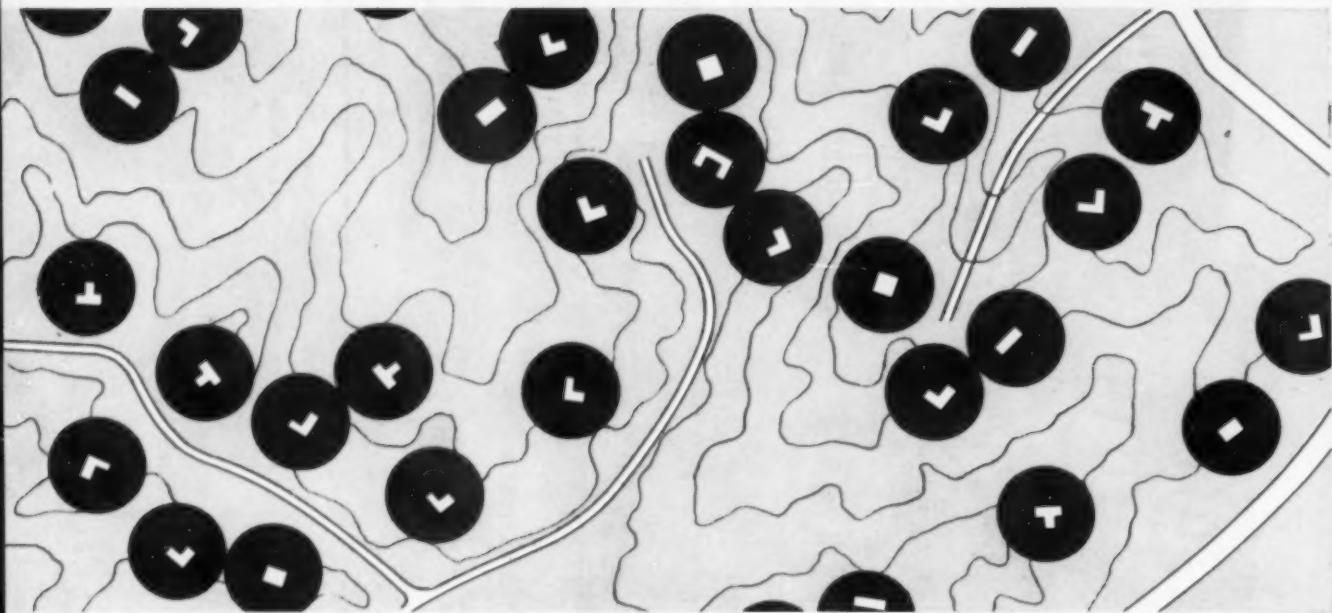


Grade, clean-up

- J. I. CASE CO., Dept. G1400, Racine, Wis.  
Send complete information on Utility machines.  
(wheel)  14' Backhoe  2000-lb. Loader  
 Fork lift  
(caterpillar)  10' Backhoe  1000 and 1200-lb. Loader  
 Bulldozer  Angling Dozer

Name .....  
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City .....  
State .....  
CU-41-160

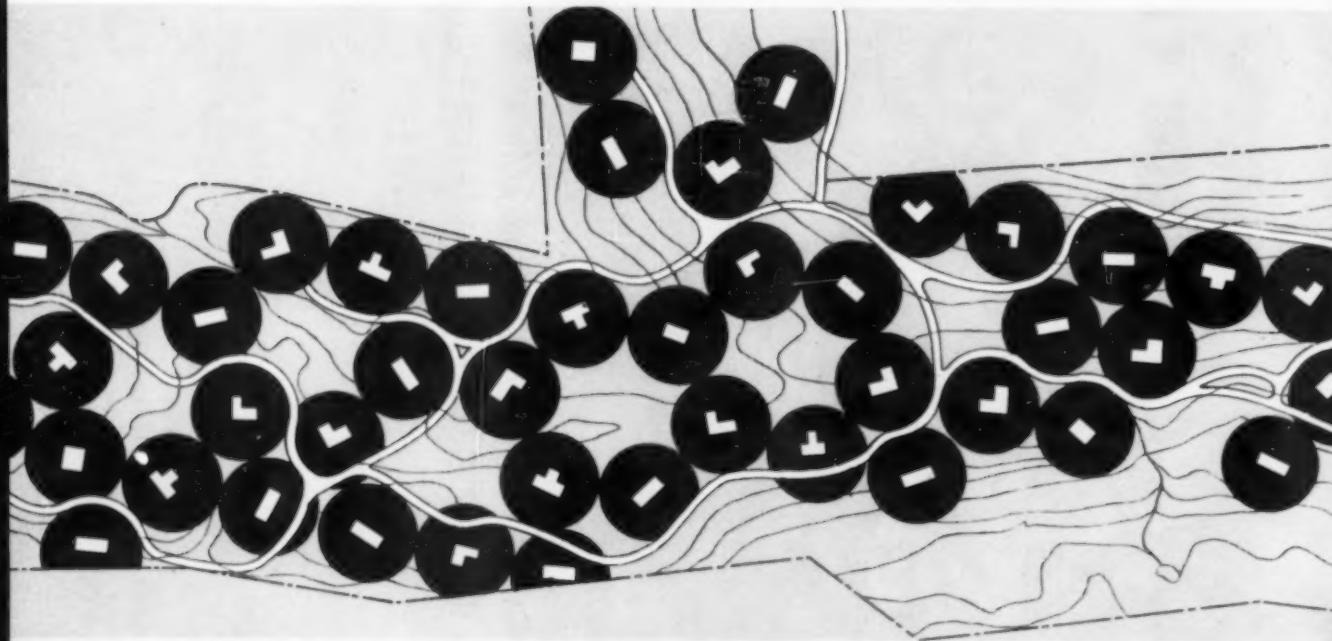
**CASE®**  
J. I. CASE CO., RACINE, WIS.



**SCATTERED PLOTS**—Developers locate lots in sections of terrain that require least clearing. Remaining land

between circular lots was given to the state as a park that features meandering bridle paths through deep woods.

## Circular lots answer a



**ADJACENT PLOTS**—Developers of Usonia Homes in Pleasantville, N.Y., keep large areas free of building.

This provides homeowners in the co-op community with vast expanses of wooded terrain that enrich the homes.

## ONE ANSWER—circular lots make it possible for the developers to put together a dream town in the midst of rugged terrain near Colorado Rockies.

Castle Pines, a \$10-million "dream town" in the foothills of the Rockies, stands as a showcase of how circular lots can solve the problems of building on rugged land.

The subdivision will boast 500 expensive homes (\$30,000 and up) set in 600 acres of near-mountainous, wooded land. Circular lots 75 ft. in radius (approx. 17,000 sq. ft.) are widely scattered. Between them runs an inner park of bridle paths.

Castle Pines Residential Corp., the developers, had more than aesthetics in mind when it decided on its circular lot approach to developing the rough land. Normal development would have meant some highly expensive earthmoving, heavy destruction of forestation, with lower land

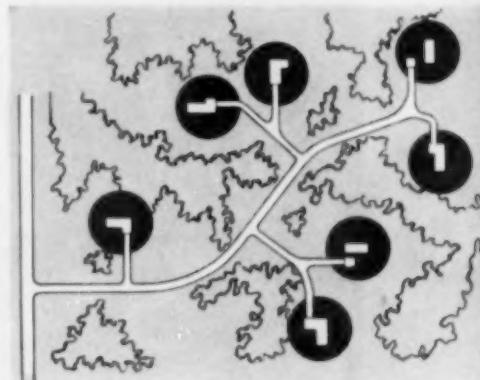
values inevitably resulting.

The company elected, instead, to scatter circular lots throughout its vast expanse of land, using only those sites which required a minimum of pioneering. Remaining land was offered to the state for an interior park.

The state accepted the land, with these provisos. Owner of each site had to locate his house at least 10 ft. inside a circular lot. Flora could be disturbed only within a lot and fencing was restricted. The state's reason was that open land between lots served as a natural fencing of flora while providing open space for meandering bridle trails.

Individual or collective drives 20 ft. wide lead from major thoroughfares to the circular lots in easements located and main-

tained by the state. The state provides a mill levy tax against the entire subdivision for fire, maintenance, and water services.



EASY ACCESS—Private lanes circle between lots and connect houses.

## variety of land problems

### ANOTHER ANSWER—circular lots create exclusiveness for a co-operative community of contemporary homes in the rolling hills of Pleasantville, N.Y.

Circular plots for the unique co-operative community of Usonia Homes, Pleasantville, N.Y., are the brainchild of the late Frank Lloyd Wright.

The co-op was conceived in 1940 by a group of families who wanted collectively to buy a 97-acre tract of virgin forest and create an exclusive community of contemporary homes. Each family contributed to a fund that enabled them to buy in 1947 a site surrounded on three sides by a pine-tree watershed. The families then invited Wright to draw up a site plan for 50 member houses.

Wright brought into play his principles of organic architecture. This meant that each house, which would be designed to suit the needs and personality of its

owner, would have to blend with the site on which it stood.

Wright conceived a design of 50 circular lots—one for each house. Each plot covers approximately one acre of land. Each group of five of these small plots encircles a sixth, which serves as a community park. The little triangular wedges left between circles remain community property, and act as "buffer areas" of green. Winding roads, which skirt around the edges of circles, cut through community lots.

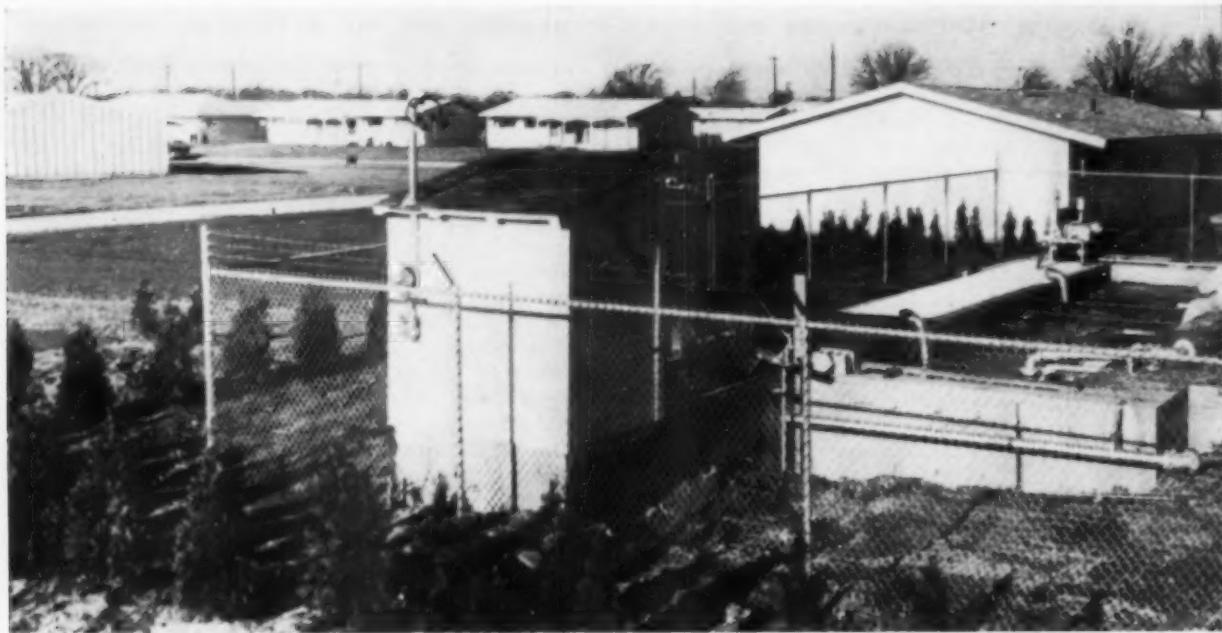
No two houses in this contemporary showcase are alike. And prices vary from the very modest to the very expensive (just under \$100,000).

House building now nearing completion incorporates designs of Wright and several of his

students. Much of the building in the community is being done by designer-builder David T. Henken of Pleasantville.



NEAT CONTEMPORARY—Jack J. Podell home is Usonia feature.



## Get more out of your land with a package

**They can also help every builder do his part to combat one of the nation's most urgent problems: water pollution.**

Packaged sewage-treatment plants do more than help builders expand into unimproved suburban areas. Because they don't require the excess land needed for septic tank drainage, these plants literally stretch the builder's available land.

The package plant's initial advantage isn't lost in the area of price. A package plant can be purchased and installed at a cost roughly comparable to that of a first-class septic tank system.

(Average price range for a moderate-sized septic system is \$150 to \$500; for a package plant handling an equal amount of effluent, \$250 to \$500 per lot.)

Package plants are manufactured in a variety of sizes to handle effluent from one to 1,000 and more homes. Since the units are not expandable, however, ad-

vance planning is a basic requirement for their use.

Builders who intend to construct no more than 10 or 15 houses, for example, can purchase a package plant ideally suited to handle just that much raw sewage. But the tract builder who may initially construct 50 to 150 houses, then add 100 to 300 annually for five years or more, is the man who must carefully consider future requirements.

The problem of planning can—and should—be considered from another angle as well. Since package plants can be moved, the builder might think in terms of a unit's re-use in a new development after expanding municipality sewerage systems have taken over the duties of the package plant in his first development.

The efficiency of a package

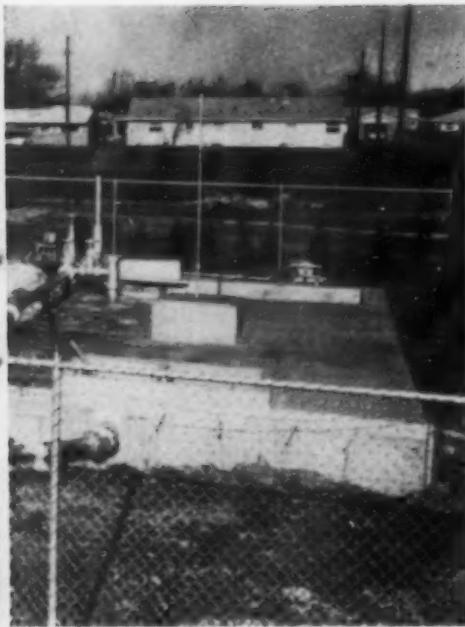
sewage-treatment plant (it will do a more thorough job of treating raw sewage than will a septic tank) has led the Federal Government to view it as a sound answer to the critical problem of pollution abatement. Voted a \$50 million appropriation in 1956, the U.S. Public Health Service has doled out an average of over \$45 million each year since then in grants to communities planning package plant installations.

Individual incentive grants made by this agency are limited to 30% of the project cost or \$250,000, whichever is less.

Some advice for the builder who sets out to buy and construct a package plant was provided by consulting engineer, Jess Dietz, Urbana, Ill., of Clark, Daily, and Dietz.

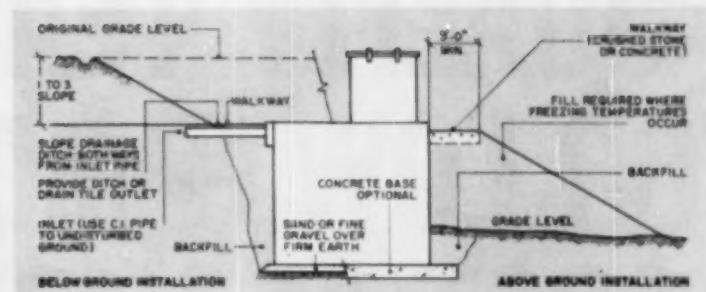
Speaking at the annual Small Homes Council at the University of Illinois, Dietz cited these eight points as a good course of action for interested builders:

1. Utilize consulting engineers in the early planning stages.



## sewage plant

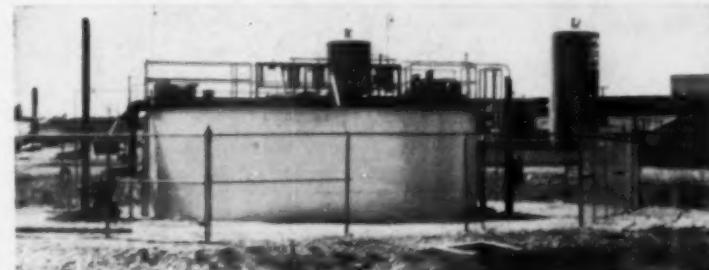
2. Confer with state, county, and other regulatory agencies.
  3. Plan to integrate system into existing or future systems.
  4. Consider joint systems with adjacent developers.
  5. Consult financing agencies about sewerage systems.
  6. Consult with regulatory agencies regarding pollution to determine the existence of laws enabling formation of public districts or private companies to handle sewage treatment.
  7. Use consulting sanitary engineers to obtain technical information, as well as plans required by regulatory agencies.
  8. If the project is to be privately financed, set up financing and sewer rental rates.
- Package plants can be maintained with part-time attention. (one man-day per week) and are virtually odor-free: two factors which, when added to the most important one of economy, make these units a thoroughly attractive answer to almost every builder's sewage problem.



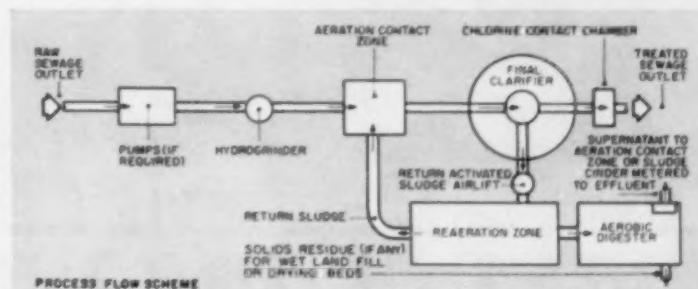
**UNDER- AND ABOVE-GROUND** installation details for package treatment plants are shown in this sideview sketch published by Smith & Loveless, Inc., for its "Oxigest" unit. Permanent plant can be bolted to a concrete slab.



**COMMUNITY GROWTH** in the Romeoville, Ill., area prompted the removal of one small plant and the installation of twin units, one of which is shown here. The two units will serve a population of 10,000.

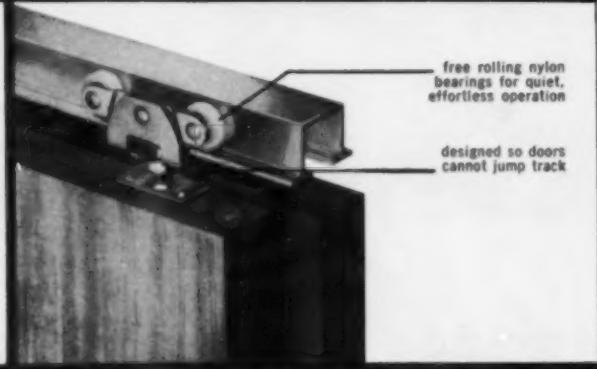
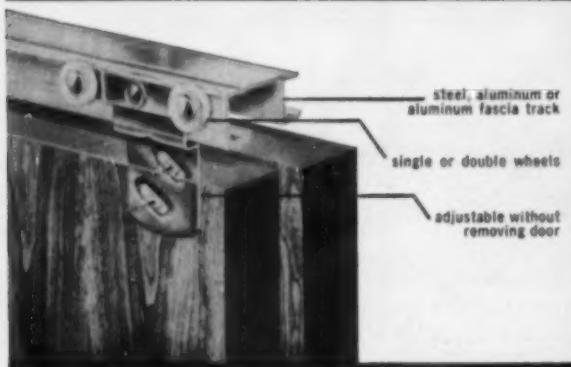


**COMMERCIAL DEVELOPMENTS**, too, can be adequately served by today's package treatment plants. This unit serves a suburban northern-Illinois shopping center, and has a maximum flow rate of 50,000 per day.



**ONE OF SEVERAL METHODS** for processing raw sewage and converting it into a relatively safe effluent is shown in this flow scheme. This method is typical of that employed in plants made by Walker Process Equipment, Inc.

# QUALITY TEAMATES FOR LOW & MODERATE COST APPLICATIONS



## GRANT 1000/6000

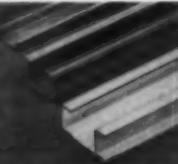
### sliding door hardware

Reversible hardware sets fit either  $\frac{3}{4}$ " or  $1\frac{3}{8}$ " doors  
Twenty-three packaged sets meet all requirements  
Choice of steel, aluminum or aluminum fascia tracks  
Packaged with track for 4', 5', 6' or 8' openings  
Easy adjustment without having to remove  
carrier screws  
Clearance between all Rocket 1000/6000 bypassing  
doors is  $5/16$ "

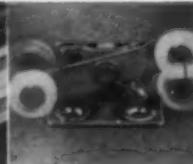
#### FEATURES



single or double wheel  
carriers for either 50 lb.  
or 75 lb. loads



steel, aluminum and  
aluminum fascia tracks  
available



floating rocker arms  
for wheel-track contact

## GRANT/7000

### sliding door hardware

Four nylon ball bearing wheels per carrier (eight  
wheels per door!) Pivoting rocker arm for constant  
wheel-track contact  
Ball-socket suspension compensates for  
misalignments  
Choice of single and double track sets  
For doors up to 100 lbs.

#### FEATURES



enough play is available  
to permit self-alignment



adjustable nylon floor  
guide is packed with  
each set



lock nut secures apron  
(on top plate) to carrier

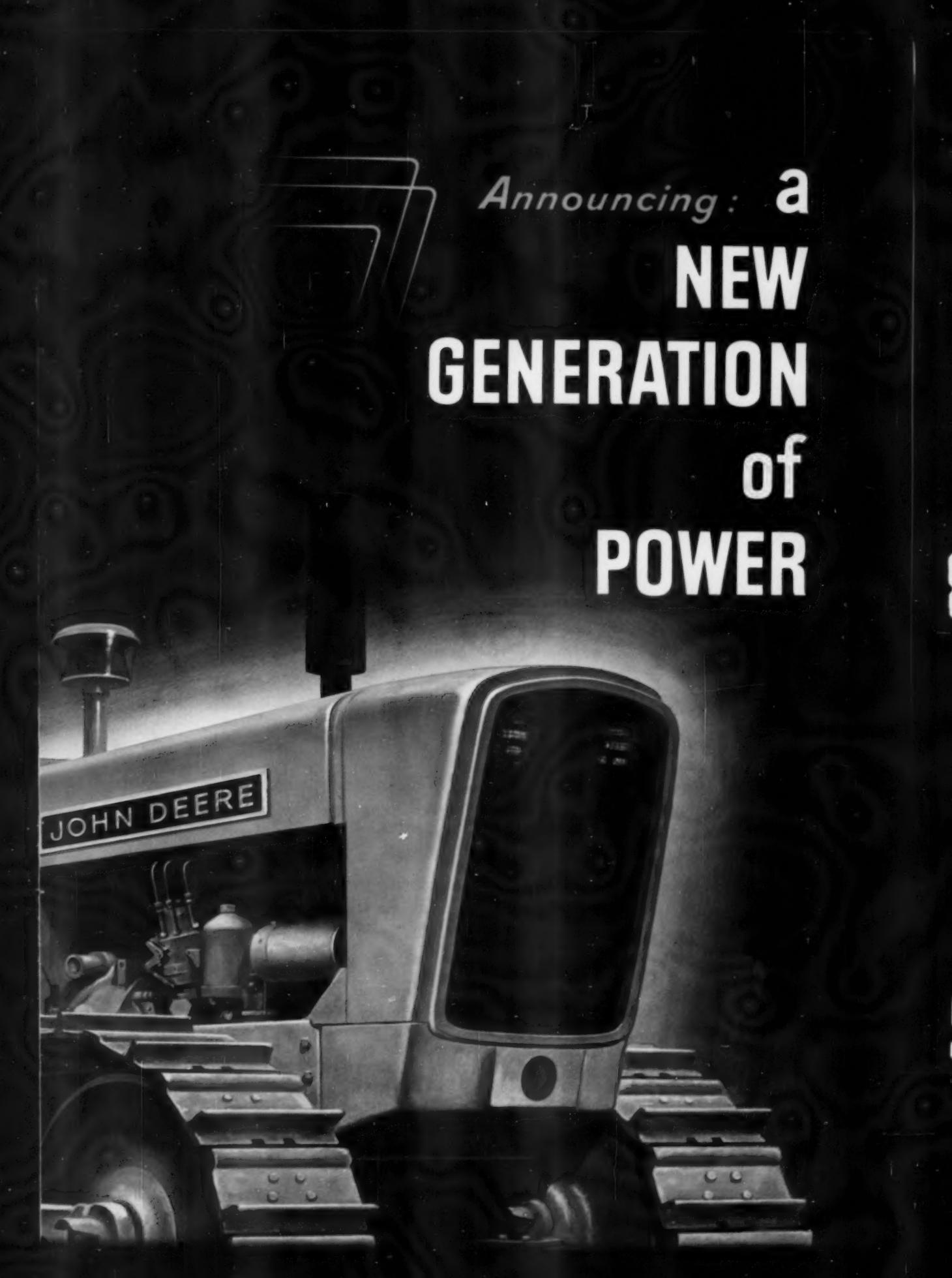
## GRANT SLIDING HARDWARE



GRANT PULLEY & HARDWARE CORPORATION

Eastern Division/ 1 High Street, West Nyack, N.Y.  
Western Division/ 944 Long Beach Ave., Los Angeles 21, Calif.

sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware



*Announcing: a*  
**NEW  
GENERATION  
of  
POWER**

# a NEW GENERATION

1010 · 2010 · 3010 · 4010 Tractors



*New tractors and attachments! New ideas in design and manufacture! Six completely new tractors, ranging in size from 40 to 85 engine horsepower will be offered with the Ten-Ten series first off the line. New tractor loaders, bulldozers, backhoes, and a variety of other equipment give the fleet owner and single-unit operator more to work with . . . more to profit by.*

*John Deere engineers threw away the book to bring you these new power units. Years of research, development, and testing have combined the best proved engineering principles with some of the freshest ideas in the industry today. The New Generation of Power is here!*

### High Productivity

More usable horsepower in each tractor size—that's the advantage earthmoving contractors, pit operators, landscapers, and construction men will find in Deere power. More usable horsepower means more work per dollar invested. Coupled with fresh engineering approaches on operator efficiency, comfort and convenience, you'll speed production on a wider range of jobs.

### Balanced Performance

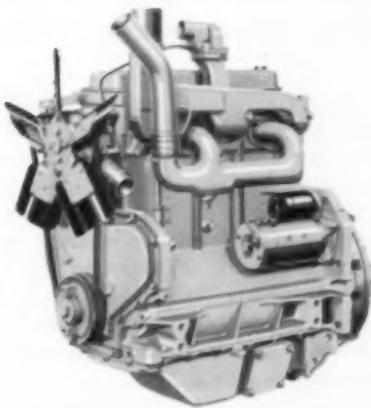
John Deere power—usable power—is day-in, day-out performance. Tractors, engines, transmissions are quality-made for full-day productivity, day after day, on job after job. Their hydraulic systems are pressure-stressed to handle continuous maximum loads without fatigue. In every respect, you can count on cost-cutting performance in this New Generation of Leaders.

# of LEADERS



New power for profit

with John Deere's wide-range power concept



Gasoline or Diesel • 4 or 6 cylinders

Completely new tractor engines, Deere designed and built, provide a new kind of performance—wide-range power—for every construction use. True variable-speed engines offer flexible, efficient power throughout the full throttle range. Coupled with transmissions providing a wide range of application-matched speeds, these new 4- and 6-cylinder engines put the new John Deere power train far ahead in horsepower efficiency, lugging ability and balanced performance.

There is big news in hydraulic power, too. Pump designs include an advanced type new to the earthmoving industry. Plenty of pump capacity, plenty of smooth, responsive hydraulic power insures efficient operation on every job.



## Choose from 2 new Crawler Loaders or

**For any application . . .** Excavating, loading, material handling—name your job, and you'll find the right unit for it in the all-new John Deere loader line. You'll gain new operator efficiency, too, with improvements such as one-lever boom and bucket control.

**Powered right for high performance,** the John Deere Ten-Ten Crawler-Loader meets all modern demands for a versatile, efficient unit in the 40 engine h.p. class. Sixty-six inch bucket has a rollback of 40 degrees, 8500 pounds breakout force, a full-height lifting capacity of 3500 pounds, and a dumping clearance of 8 feet, 1 inch. The Ten-Ten Crawler-Loader has a 3/4-yard bucket with 8 nodular iron teeth and is available with gasoline or Diesel power.

**With extra capacity for top production,** the all-new Twenty-Ten Crawler-Loader combines the 50-h.p. John Deere gasoline engine with a one-yard bucket. Fast cycle time is assured by the 40-degree rollback of the 66-inch bucket, 8500 pounds breakout, 3500-pound full-height lifting capacity and a 7-foot, 11-inch dumping clearance. Eight nodular iron bucket teeth speed excavating work in rock, frozen ground or other difficult operating conditions.



## 4 Wheel Loaders for greater job profits

A wide range of power matched bucket sizes, each with plenty of dumping height and pry-out power assures you the kind of loading performance you need. Whether your job calls for tracks or wheels, choose John Deere for new power and high productivity.

Valuable on any job, the compact 701 Loader for John Deere Ten-Ten Wheel Tractors has a standard 3/8-yard bucket, four feet in width, with a 20-degree rollback providing 4800 pounds of breakout force, 2000 pounds full-height lift capacity, and a dump clearance of 102 inches.

Low-cost loading is yours with the economy priced 700 Loader which mounts on either Twenty-Ten or Thirty-Ten Wheel Tractors. Bucket size is 5/8 yard. Breakout force is 4800 pounds, full-height lift 2000 pounds and maximum dumping clearance, 102 inches.

Single-lever control on the 720 Loader for Twenty-Ten and Thirty-Ten Wheel Tractors speeds operation. The 720 Loader has 6650 pounds pryout pressure, 3500 pounds full-height lift effort, and clears 99-1/2 inches for dumping. Buckets are 5/8 and 7/8 yard.

30-degree rollback gives the 740 Loader for the Forty-Ten Wheel Tractor 6650 pounds of pry-out. Bucket capacity is 7/8 yard and lift effort, 3500 pounds at full height. Dump clearance is 99-1/2 inches. The loader frame is designed to accommodate rear-mounted backhoes.



**Increase trenching versatility**

## **with a John Deere 50 or 51 Backhoe**

*Team the new power, handling ease and mobility of John Deere Tractors with the field-proven performance of either the 50 or 51 Backhoe! You'll take advantage of every benefit of John Deere's new advances in engine power and hydraulics, plus the greater trenching versatility these units provide. Ease of operation and quick adaptability to working conditions are your assurances of low-cost trenching for soil pipe, foundations and cable laying.*

**2-Lever Control.** Efficient 2-lever control of boom, dipper stick, and bucket, a widely preferred feature on John Deere Backhoes during the past two years, is yours again with any backhoe combination in the line. Eliminates excess hand motion throughout a long working day; helps operator do fast, precision work.

**5-Position Digging.** The John Deere 51 Backhoe digs flush right or left against walls, fences or buildings. The rotary boom cylinder centers or slides to any of four off-center positions along the mounting, moved by the unit's own hydraulic power. One man with a wrench easily makes the switch in minutes right on the job.



## Take your pick from 5 all-job crawler bulldozers

*Need a blade for heavy pioneering, road building, or precision finish grading? John Deere has it! Five outside- or inside-mounted dozers, sized right and power matched for your needs, are included in the new line. All-hydraulic models with power tilt, angle, and cut are now operated by new single T-bar control. Operator moves control to the position he wants and the blade repeats the motion! Just one of many new ideas throughout the whole line!*

*For clean work at low cost, select the John Deere Ten-Ten Crawler with 610 inside-mounted Dozer. Available with 72-inch or 90-inch blade with three-piece cutting edges. Angles 18 and 25 degrees right or left, cuts to 12 inches below track level, and lifts as high as 40 inches.*

*Power plus flexibility is yours with the John Deere Ten-Ten Crawler and all-hydraulic 612 Dozer. Change tilt, angle or cut on the go with one control! Inside mounted, with 80-inch blade.*

*For big work savings, the 624 outside-mounted Dozer mounts on either the Ten-Ten or Twenty-Ten Crawler. Blade is 90 inches wide, 23 inches high with three piece cutting edge. Cuts as deep as 12 inches below track level, and is easily set to angle 25 degrees right or left. Lift is 48 inches.*

*Pair the extra power of the Twenty-Ten Crawler with new inside-mounted 620 or 622 Dozer. Choose from 72-, 80- or 90-inch blades with hydraulic lift or full hydraulic operation.*



Dependable John Deere diesel power, teamed with a versatile elevating scraper, provides a widely preferred earthmoving combination for road and street work, land forming, and stripping overburden.

#### PARTS and SERVICE

Parts and service for any John Deere Tractor are always available from your nearby John Deere dealer. He and his service crew know how to service and maintain construction equipment with minimum downtime expense. Find out how this man can help you now. Check with the classified telephone directory or write John Deere, 3300 River Drive, Moline, Illinois.

#### JOHN DEERE CREDIT PLAN

All tractors and equipment can be purchased on terms of the John Deere Credit Plan. Arrangements are made in strict confidence by your dealer. Terms are tailored to individual requirements. Protective life insurance and property insurance are also available at low cost.

#### LEASING PLAN

Throughout the United States, three to five-year leasing arrangements can be made through your John Deere dealer. The plan is specifically designed to enable contractors and others to obtain profitable use of the most modern, efficient equipment, without affecting needed working capital.

**JOHN DEERE** Earthmoving Logging Landscaping  
and Material Handling Equipment





It's a small miracle...the all-new Waste King Universal Drop-In Electric Range. You save as much as \$110 in installation costs because this combination of full-size (19") oven and spacious four-burner cook top drops quickly—easily into a 2' x 2' x 2' recess. Fully automatic clock controls may be installed in a handsome remote panel. Manual controls are conveniently positioned right on the colors. Here's vacation houses "small miracle" better...Waste better. It can help a little to put "Sold" signs on your front lawns. For complete specifications and information on the newest disposers, dishwashers and ranges, write to

**WASTE KING CORPORATION, Los Angeles 58, Calif.**



unit. Available in a choice of 5 smart the perfect product for apartments, or smaller residential units. This has been Dreyfuss-designed to look King Universal-engineered to cook

**WASTE KING  
UNIVERSAL**



*everything*

## ELECTRICAL

*for the home*

including the tools to build 'em

plus ornamental iron

kitchen equipment

garage doors

aluminum doors

vanities and more

**MORGAN-WIGHTMAN**

Suppliers of Nationally  
Advertised Quality  
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the 50 States

*Compare!*

Write today for Free  
New 1960 Fall Flyer No. 160-C

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STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## HOW TO DO IT BETTER



**GUN OPERATOR** at left sprays 2½" of limpet asbestos material onto bare concrete roof while helper floats and finishes a sprayed area.



**THE DRY ASBESTOS FIBER** is ejected from the nozzle of a high-pressure hose where it is air-mixed with water from the nozzle head.



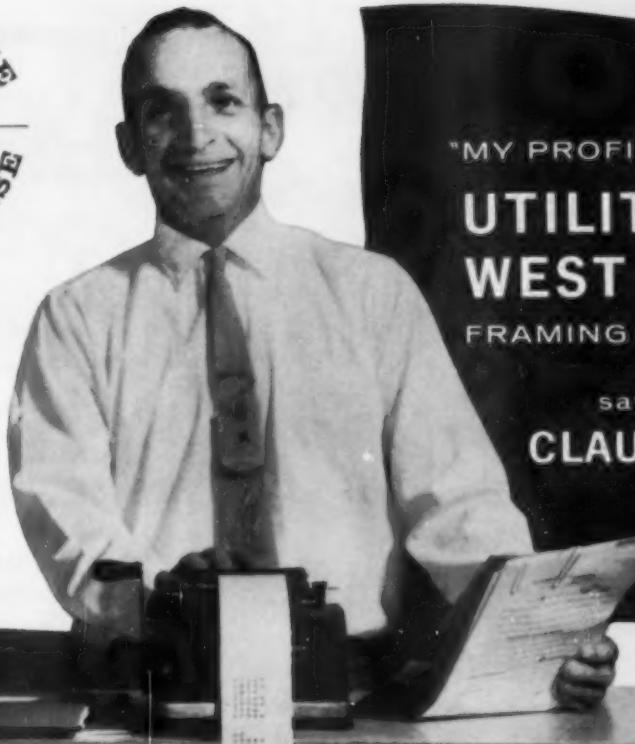
**THE CONTOUR-FOLLOWING SPRAYED ASBESTOS** provides soundproofing and insulation, in an attractive, fireproof finish.

### Sprayed asbestos cuts finishing costs

**K**easby and Mattison sprayed limpet asbestos helped hold sq. ft. costs to \$12.48 at

Midland, Tex., Air Terminal. Sprayed asbestos is well suited for free-form concrete.

GRADE WISE  
IS PROFIT WISE



"MY PROFIT BEGINS WITH  
**UTILITY GRADE**  
**WEST COAST**  
FRAMING LUMBER."

says builder

**CLAUDE THOMAS**

#### CHECK THESE USES\*

for "Utility" grade West Coast  
Lumber (in accordance with FHA  
Minimum Property Standards):

**RAFTERS FOR LIGHT ROOFING** (Roof slope over 3 in 12;  
(Weighing less than 4 lbs. per sq. ft.  
in place).

Douglas Fir	West Coast Hemlock
Size	Spacing
2x6	16" o.c.
2x8	16" o.c.
2x10	16" o.c.

flat

in place

7' 8"

11' 6"

14' 4"

19' 8"

**FLAT ROOF JOISTS** supporting finished ceiling  
(Roof slope 3 in 12 or less)

2x6	16" o.c.	7' 8"
2x8	16" o.c.	11' 6"
2x10	16" o.c.	15' 8"
2x12	16" o.c.	19' 2"

flat

in place

11' 8"

15' 8"

19' 2"

**CEILING JOISTS** (no attic storage)

2x6	16" o.c.	11' 8"
2x8	16" o.c.	17' 6"

flat

in place

11' 8"

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	30 lbs. live load =	40 lbs. live load =
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2x8	10' 8"	9' 6"
2x10	14' 8"	13' 0"
2x12	17' 0"	15' 4"

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further than sleeping rooms

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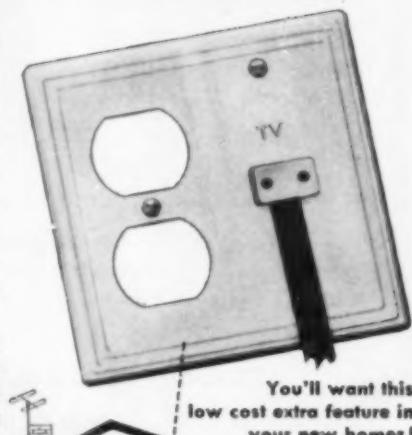
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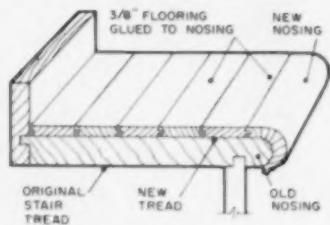


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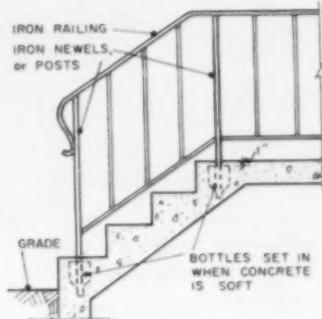
(Continued from page 212)

### How to recondition worn stair treads



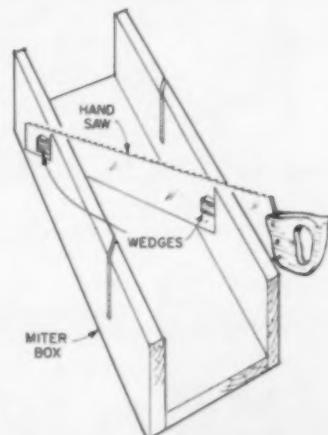
New nose piece is made with shaper, glued to flooring strips.

### Bottles set in concrete permit easy setting of iron posts



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SEPTEMBER 1960



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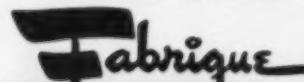
Gerber offers a complete line of brass, vitreous china, enameled cast iron and steel plumbing fixtures, including "packaged" bathrooms for every need and building price range. Gerber fixtures are beautifully styled and are available in white or six beautiful colors: petal pink, wedgewood blue, forest green, driftwood tan, daffodil yellow, cloud gray. Special design makes installation easy.

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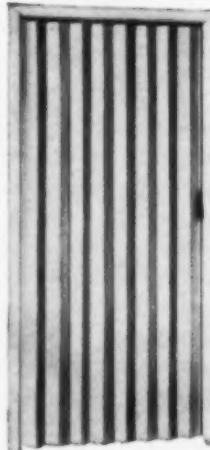
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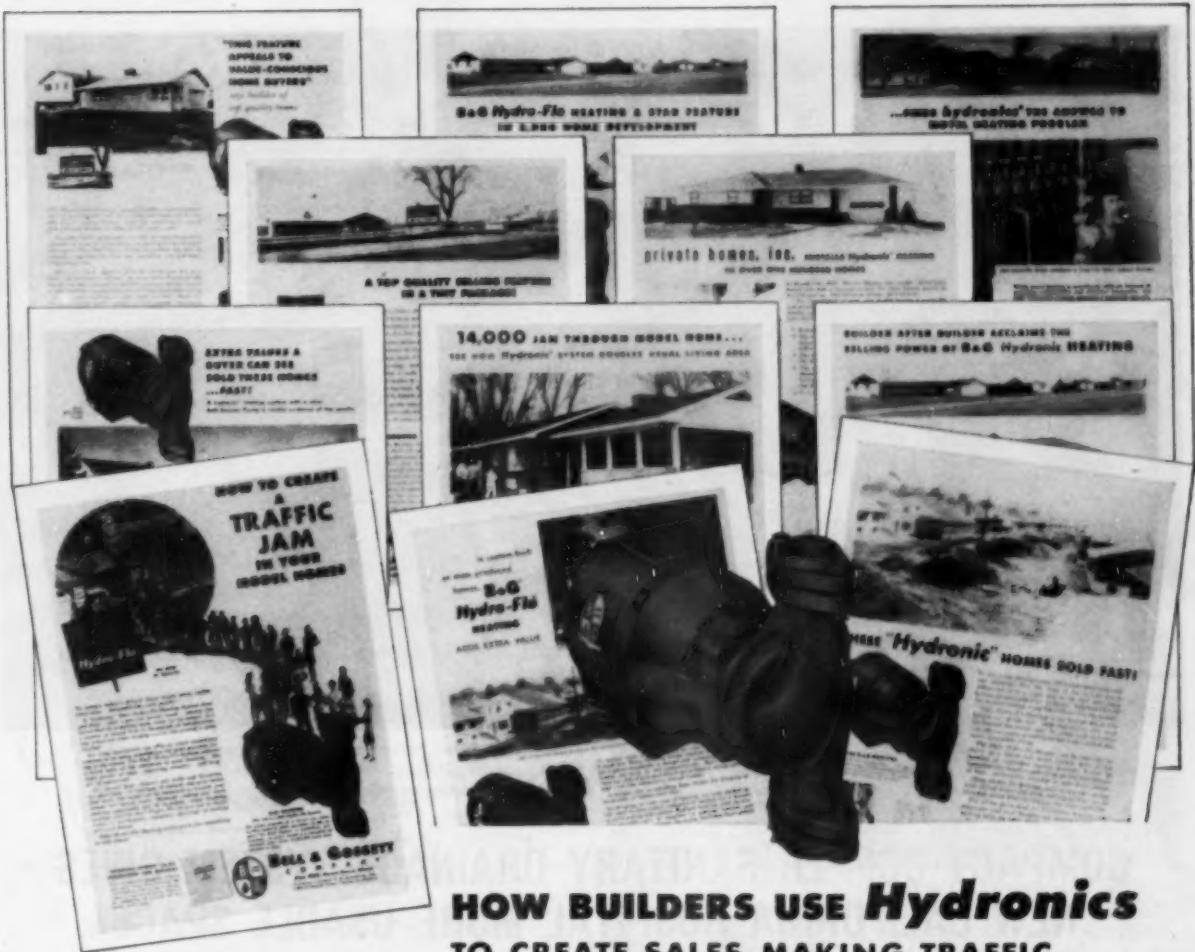
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## HOW BUILDERS USE *Hydronics* TO CREATE SALES-MAKING TRAFFIC THROUGH THEIR HOMES



Some of the sales program material provided by B&G for builders' use.

The B&G Builder Sales Program is a tested and proved method of using *hydronics*\* to help sell homes. It recognizes the fact that to make sales, a builder must *create traffic* through his model homes by means of some distinctive feature which identifies them favorably to the prospect!

The B&G Builder Sales Program presents an outstanding traffic-creating plan and provides all the necessary sales tools. It enables the builder to demonstrate to his prospects that the comforts, conveniences and extra benefits of B&G *Hydro-Flo Heating* — a *hydronic system* — are far superior to any other kind... definitely a *distinctive feature*!

The B&G advertisements shown here are evidence that *hydronic Hydro-Flo Heating* helps sell homes. Each ad is a case record of a builder's success.

Write today for your copy of the "B&G Sales Promotion for Builders."

\**Hydronics: The science of heating and cooling with water.*

**Hydro-Flo® SYSTEM**  
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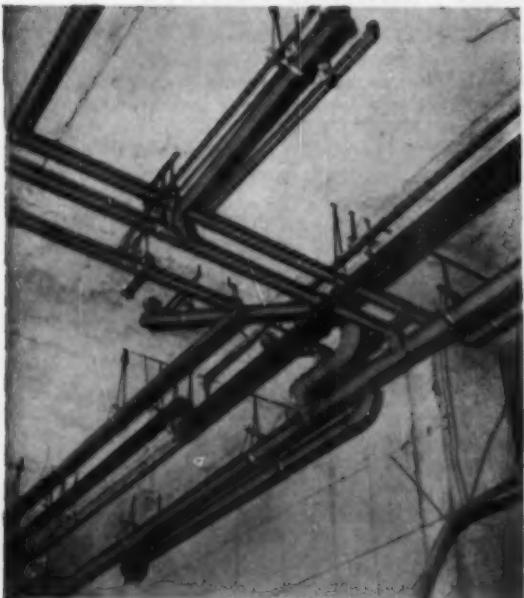
Dept. GI-11, Morton Grove, Illinois

Canadian Licensee: S.A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto 16, Ontario



**EASY TO HANDLE.** Mechanic easily connects a length of 6-inch copper tube. More than 16,000 pounds of Anaconda Copper Tube, Type M, in sizes up to 8 inches, was used for the sanitary drainage systems. Architect and Engineer: California State Division of Architecture. Mechanical Engineer: Division of Architecture. General Contractor: Robert E. McKee, Inc., Los Angeles. Plumbing Contractor: E. O. Nay, Inc., Pasadena.

## COMPACT COPPER SANITARY DRAINAGE SYSTEM GIVES NEW CALIFORNIA HOSPITAL MORE USABLE SPACE



**CLOSE WORK LIKE THIS** is possible only with copper tube. Water and drainage lines hug the ceiling, giving ample basement headroom. Even in tight quarters, connections are easy to make. Sizes in this photo range from  $\frac{3}{4}$ " water lines to 4" for drain and vent lines.

Copper tube sanitary drainage lines in the hospital building and administration wing of the new Fairview State Hospital at Costa Mesa, California, eliminated wasted space in furred areas and allowed ample headroom in the basement. Equally important to the project owners, however, was the fact that copper tube drainage systems are easier to install, are long lasting, require less maintenance than other materials.

Copper tube was used also for the hot and cold water lines and for the radiant heating system.

**TREND TO COPPER** "The factors important to us as mechanical contractors are the work-saving features of copper tube. It has proved to be easier to handle, more adaptable to space problems, less trouble to test, and as a consequence, faster to install than other methods considered standard." B. J. Sabin, Manager, E. O. Nay, Inc., plumbing contractor on Fairview State Hospital.

**Specify Anaconda Copper Tubes and Fittings** — Types K and L for water supply and heating lines; Type M and the new lighter weight Type DWV for sanitary drainage systems. Anaconda wrought and cast solder-joint fittings for pressure and drainage applications. Write for Publication C-33. Address: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ontario.

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This new QSM aluminum soffit is light, flexible, and easy to install. Corrugated for easy handling; rolled for easy application. Saves time and money on the job.

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Available with or without perforations to use for room dividers, shading screens, carports, or decorative applications on home or commercial jobs. In 100-foot rolls of 12, 18, 24, and 36-inch widths.

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Builder or Contractor  
(Check one)

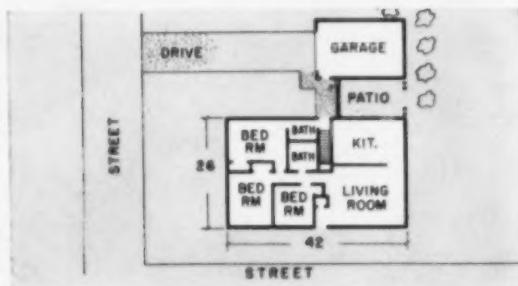
**QUAKER STATE METALS COMPANY**  
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## ASK THE EXPERTS

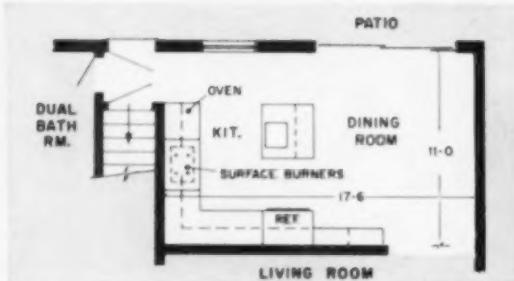
# Plan for a flexible kitchen-dining area



### QUESTION:

I am trying to take advantage of some corner lots which I own by planning something different. The main difficulty I am having is in the planning of a kitchen-dining-living area. I have made several layouts but none suits me. I would appreciate your version of an effective kitchen and dining area in this particular house. Please include a built-in range and oven.

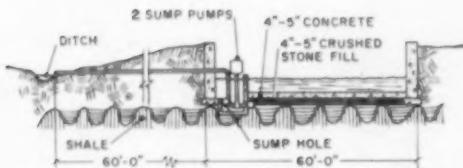
Dan O'Patrick  
Builder  
Youngstown, Ohio



### ANSWER:

Where the builder wants to take advantage of the potential of a patio, the kitchen-dining arrangement should be flexible enough to permit indoor and outdoor food service. The kitchen arrangement suggested above meets this requirement. It is out of sight of the more formal living area, and maintains a sense of separation from the dining room by use of an island counter and suspended cabinet. The basic 'L' arrangement also provides an efficient working pattern.

Herman York, A.I.A.



## Sump pump for a water problem

### QUESTION:

I have a new cellar which has developed cracks due to water pressure. There are no sewers, so I use two sump pumps (1 1/4" discharge). Can I bond another two or three inches of concrete to the present floor and hold back a 2" head of water? Or can you suggest an alternate solution?

E. A. Lee  
Builder  
Welland, Ontario

### ANSWER:

It's doubtful whether two or three inches of concrete will be adequate to hold back that much water pressure. We suggest that you use the two large sump holes you have indicated (sketch above) and increase pumping capacity.

George Kennedy  
Structural Consultant  
Chicago, Ill.

## Is it possible to build on bog and sand without pilings?

### QUESTION:

I own a waterfront lot which is mostly bog and soil on sand. The lot is about 18" to 24" above mean high water. The usual method of construction here is to set the house on locust poles and wood girders. But, I want to build a concrete block home on a concrete block foundation or concrete block piers, and I'm concerned about frost heave. Are pilings necessary, or are there alternate possibilities?

Charles Kroupa  
Islip, Long Island

### ANSWER:

Your main problem will not be with frost heave on the foundation—it will be with settlement of the house. The best solution to your problem probably is to build on pilings. We strongly recommend that you take this problem up with a local professional engineer who is familiar with soil conditions in the area. He will be able to inspect the site personally and can design a foundation to suit your needs.

The Editors



*Newest thing in home building!* Builders can find in concrete shell roofs plenty to stimulate sales interest. The variety of shapes is almost limitless—from angular folded plate to sweeping arcs. Many shell roof homes already have been built. Precasting of roofs, and reusable forms, are making shells even more practical. Concrete shells have much to offer in economy, in spanning ability—and in the fresh beauty that excites buyer interest. A big appeal is the fire-safety and low upkeep only concrete offers. Concrete is the material of modern living. From new-look walls to "pebbled" patios, concrete is helping to create sales!

*For the newest in homes . . .*  
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. . . A national organization to improve and extend the uses of concrete



## Rilco Laminated Wood "Stars" In "Strangers When We Meet"

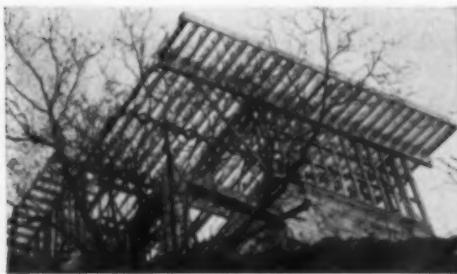
NEW COLUMBIA MOTION PICTURE WITH  
KIRK DOUGLAS, KIM NOVAK, ERNIE KOVACS  
AND BARBARA RUSH

The natural beauty of Rilco laminated wood beams and posts play a major role in Columbia Picture's new movie, "Strangers When We Meet." The plot is closely interwoven with the design and construction of an all-wood home — and throughout the color production exposed Rilco laminated wood members help to provide the necessary feeling of warmth and character.

The contractor, Kenneth B. Wamsley, Santa Monica, Calif., also discovered advantages in Rilco laminated wood . . . workmen were able to quickly erect prefabricated Rilco products just ahead of the tight filming schedule.

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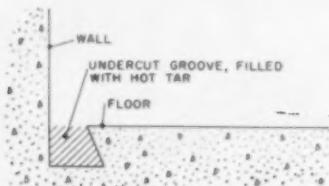
DISTRICT OFFICES: Tacoma,  
Washington; Fort Wayne, Indiana;  
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### ASK THE EXPERTS

#### Solution to seepage problem

**QUESTION:** How can I successfully combat water seepage in a basement? The seepage occurs where the cement floor butts against the concrete walls.

It is a house about one year old. The foundation is poured concrete 10" thick with three coats of sealant on the inside walls. The cement floor was poured approximately two months after the walls, and now has a coat of water-base floor-and-deck paint on it. The land is fairly low and the floor is close to water table level in the spring of the year. I believe some of the trouble is caused by the water table being so close, but seepage also



occurs after heavy rains. I have watched for cracks in the floor which might be caused by water table pressure, but found none.

I put a bead of water-proofing material (powder mixed with water — very rapid setting) around the basement, but the seepage continued I have also considered:

(1) Excavating around the outside of the house and putting drainage pipe down to carry off the excess water. I discounted this method because of cost (the lot is filled approximately eight feet and landscaped, and I can't get at one basement wall because of an attached breezeway and garage).

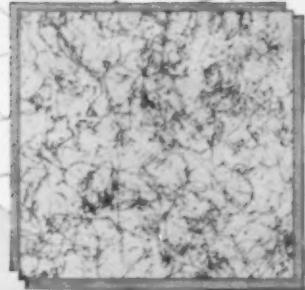
(2) Excavating around the perimeter of the inside of the basement and putting in drainage pipe to a sump pump pit in one corner. This necessitates moving the oil tank and furnace.

(3) Pouring another cement floor over the existing one, leaving a gutter around the perimeter to collect the seepage and empty it into a sump pump pit. Again the oil tank and furnace would have to be jacked up, and the stair stringers moved.

Can you suggest any other more acceptable possibilities?

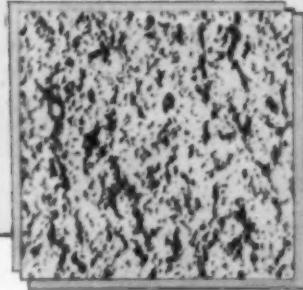
William K. Dustin  
Hampton, N.H.

(Continued on page 224)



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beauty with  
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THE NEW  
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TILE LINE



Here are the newest, most distinctive decorator ceiling patterns on the market. One is a fissure design that gives a high-fashion look to ceilings. The other, a swirl design, lends a luxurious effect to any decorative scheme. Each is available in two colors. Both will suit the taste of the most discriminating homeowner.

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**ASK THE EXPERTS**

(Continued from page 222)

**ANSWER:** There is no easy way for you to solve the problem. The three methods you described would probably be successful, but as you point out, have drawbacks. We would like to suggest one additional method, which we feel might be more acceptable to you, although not so easy to do.

Cut a groove along the wall approximately 2" deep (as shown in our sketch) all around the perimeter of the floor slab. Make sure that both the floor and wall are thoroughly dry, then fill this groove with hot tar (tar will not bond to wet concrete). This method has been successful in cases such as yours where the only point of seepage was the junction of the wall and floor slab.

George Kennedy  
Structural Consultant  
Chicago, Ill.

**Effective sound proofing**

**QUESTION:** Can you tell me if there is a more effective and lower-cost method of sound proofing than the method I had planned? Briefly, I had planned a staggered 2x4 wall construction,  $\frac{1}{2}$ " Homasote nailed to each wall surface with a finished wall of  $\frac{3}{8}$ " Durasan wallboard. Where can I obtain up-to-date information on sound transmission, methods of sound proofing?

Allan W. Clark  
Westfield, Vt.

**ANSWER:** Your idea of using staggered 2x4's as studding for a sound proofed partition wall is a good one. The one suggestion we would add is to use a blanket or batt insulation in the cavity—not as insulation, but as a sound baffle.

As far as the sheathing and finish surfaces are concerned, you should refer to the respective manufacturer's product specifications and check on sound transmission qualities. All materials are rated for sound transmission according to a 'K', or transmission factor. You can base choice on this quality as well as personal preference.

Details for various types of sound-reducing partitions can be found in "Architectural Standards" by Ramsey and Sleeper—probably available in a local or school library.

A list of publications on sound transmission can be had from Small Homes Council, University of Illinois, Urbana, Illinois.

The Editors

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SUPER SIMPLEX



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*Paul J. Hanrahan*

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The Super Simplex Stairway is stronger...bigger... (30" x 54" ceiling opening). It's especially built to enable home owners to take full advantage of the attic for safe, dry storage of large equipment and furniture. This Precision-Built Stairway is a symbol of quality to home buyers everywhere...a positive sales feature for you!

**CHECK THESE QUALITY FEATURES**

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Precision and Simplex Stairways stocked for your convenience by more than 200 jobbers in leading cities of the U.S.

**PRECISION PARTS CORPORATION**

400-AB North First St., Nashville 7, Tennessee

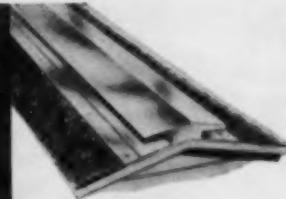
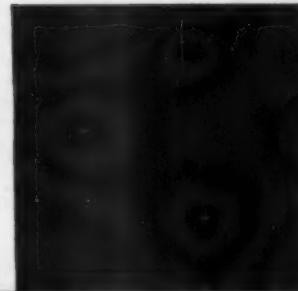
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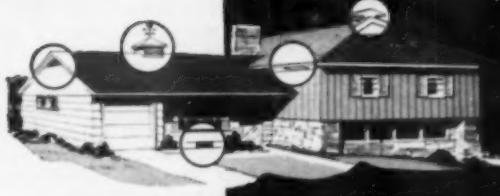
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### USG ALUMINUM LOUVERS

In any house, proper ventilation is vital! USG Aluminum Louvers and ventilators are available in many designs and sizes to fill every architectural need, while providing efficient, effective ventilation. Dollar for dollar, USG Louvers yield more certified net free area than any other louvers. This ventilating capacity is what your customers want in a louver.

### USG STEEL BASEMENT SASH

Precision-fabricated from hot-rolled steel sections — won't warp, rot, buckle, or bend. Use with brick, block, or poured concrete. They install quickly, easily—save time and money. Available with easy-on-off screens and storms.

### USG STEEL ACCESS PANELS

The perfect access to key service points. Won't rot, warp, shrink, or swell. Have rust-inhibitive primer. Vermin- and fire-resistant. Ready to install—no cutting or sawing required. Available in four sizes.

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*the greatest name in building*

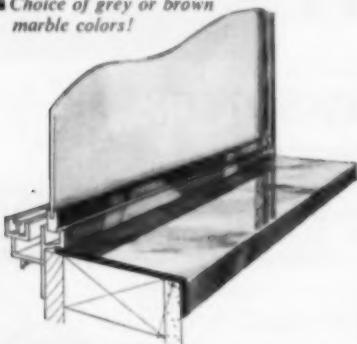




## NEW "GLASSILL FIBERGLASS WINDOW SILLS

An exciting new concept in window beauty, Glassill Fiberglass Window Sills give you the look, the elegance of costly marble . . . at less than half the price! Home buyers will appreciate the economy, the distinctiveness, the lasting richness of windows trimmed with Glassill.

- Looks and feels like natural marble!
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- Made of tough, specially processed fiberglass for lifetime service and beauty!
- Resists chips, burns, streaks, or stains!
- Easy to clean and polish!
- Completely maintenance free!
- Choice of grey or brown marble colors!



**NEW GLASSILL** can be used on new or existing window installations, or as a jamb liner for entire window areas, back splash for kitchen units, etc. Available in 9' lengths, 4½" or 5¼" wide. Easily cut with hacksaw or abrasive disc.

Write for complete information  
**GLASSILL CO., P.O. BOX 4025, DEARBORN, MICH.**

## Estimating Takeoff (Continued from page 160)

Gravel 4" Ftr. & Platf. Subfill 1,950 S  
Water Encountered Draining Sum

### —CONCRETE CONSTRUCTION & FINISH—

2500 # Conc. 14"x3x3'6" Fdtm. Pier & Forms	24 U
2500 # Conc. Grade Beams	390 C
2500 # Conc. Grade Beams Forms	1,160 S
2500 # Conc. 4" Flor. & Ger. Slab O.G.	1,920 S
2500 # Conc. 4" Ger. Apron Slab O.G.	30 S
P.C. Conc. 18x24x24" Splash Blocks	6 U
Monolithic Floor Finish	500 S
Monolithic Floor Subfinish	1,220 S
Monolithic Platf. & Apron Float Finish	80 S
Kraft Paper Platf. & Floor Prot. & Curing	1,950 S
Sh. Plastic Floor Vapor Barrier	1,870 S
Curb. & Grout. Expos. Conc. Rubbing	160 S
Premolded ½x4" Floor Expan. Joints	270 L
Trade Items Set-In	Sum

### —LUMBER FRAMING & CONSTRUCTION—

2x10" Fir Roof Valley Rafters	40 L
2x10" Fir Roof Ridge	15 L
2x8" Fir Door & Wind. Headers	30 L
2x8" Fir 16" c.c. Roof Rafters	130 L
2x6" Fir Roof Ridge	70 L
2x6" Fir Ceiling Header	5 L
2x6" Fir Roof Truss Bottom Chord	380 L
2x4" Fir Wall & Part. Plates	355 L
2x4" Fir Door & Wind. Bucks	360 L
2x4" Fir Roof Truss Bottom Chord	585 L
2x4" Fir Roof Truss Top Chord	1,185 L
2x4" Fir Roof Truss Bracing	625 L
2x4" Fir Roof Truss Bridging	140 L
2x4" Fir 16" c.c. Wall Studs	1,260 L
2x4" Fir 16" c.c. Int. Part. Studs	735 L
2x4" Fir Wall & Part. Sills	300 L
2x4" Fir Wall & Part. Bridging	300 L
2-2x3" Fir Partition Plates	85 L
2-2x3" Fir Door Bucks	95 L
2x3" Fir Partition Sills	70 L
2x3" Fir Partition Bridging	70 L
2x3" Fir 16" c.c. Int. Part. Studs	400 L
1x6" N.C. Pine T&G Roof Linning	2,440 S
1x6" N.C. Pine T&G Attic Flooring	875 S
¾" Fir Plywd. 36x15" Truss Gusssets	64 U
¾" Fir Plywd. 32x15" Truss Gusssets	72 U
¾" Fir Plywd. 24x12" Truss Gusssets	64 U
¾" Fir Plywd. 16x12" Truss Gusssets	108 U
¾" Fir Plywd. 18x9" Truss Gusssets	32 U
½" Fir Plywd. Wall Linning	1,675 S
Plywd. or Hdbd. Cable Boarding	330 S
½" Ext. Plywd. V-Gr. Wall Boarding	1,350 S
Blanket 4" Ceiling Insulation	1,920 S
Blanket 2" Wall Insulation	1,675 S
15' Felt Roof Insulation	1,675 S
15' Felt Roof Insulation	2,440 S
215' Asphalt Roof Shingles	2,440 S
Metal Structural Hardware	Sum
Wood Misc. Furring & Grounds	Sum

### —WOOD EXT. & INT. MILLWORK—

1¾" Wh. Pine 16"x7' O-Head Door, F&T	1 U
1¾" Wh. Pine 3x7' Ext. Pan. Door, Sdl, F&T	1 U
Plywd. & Fir 3'x8x6'8" Ext. Flu. Door, F&T	1 U
1¾" Wh. Pine 3'x6'8" Int. Flu. Door, F&T	1 U
1¾" Wh. Pine 2'x8x6'8" Int. Flu. Door, F&T	7 U
1¾" Wh. Pine 2'x6'8" Int. Flu. Door, F&T	2 U
1¾" Wh. Pine 2-1'3x6'8" Lv. Door, F&T	1 U
1¾" Wh. Pine 6"x6'8" Fold. Door & Acc.	1 U
1¾" Wh. Pine 3'x6'8" Fold. Door & Acc.	3 U
1¾" Wh. Pine 4x5' D. Hung Window, F&T	2 U
1¾" Wh. Pine 4x4' Project. Window F&T	1 U
1¾" Wh. Pine 4x3' Project. Window, F&T	5 U
1¾" Wh. Pine 4x2' Project. Window, F&T	1 U
1¾" Wh. Pine 1'9x3' Window Shut. & Acc.	4 U
1¾" Wh. Pine 1'9x3' Window Shut. & Acc.	4 U
1¾" Wh. Pine 1'9x3' Closet Pole	30 L
1¾" Wh. Pine 1x1'2" Closet Shelving	65 L
1¾" Wh. Pine ¾x5½" Roof Fascia	225 L
1¾" Wh. Pine 1x3" Shelf Cleats	100 L
1¾" Wh. Pine 2x1'2" Porch Shape Valance	12 L
1¾" Wh. Pine 1x6" Eaves Fascia	115 L
1¾" Wh. Pine ¾x2" Fascia Molding	115 L
¾" Fir Plywd. Roof Overhead Soffit	345 S
¾" Fir Plywd. Porch Soffit	50 S
Wh. Pine 5'x2'9" Orna. Attic Vent.	1 U
Red Wood 15'6x1'1" Flw. Pothold.	1 U
Red Wood 4x1x1' Flw. Pothold.	1 U
Wood 4'6x2' Cell. P.D. Stairs	1 U
Oak. & Mast. Door & Wind. Calking	190 L
Aluminum 5"-d. Soffit Screen Vents	59 U
Aluminum & Glass 6'x6'10" Slid. Door, F&T	1 U
½" DSA Glass Window Panes	Sum
Metal Finished Hardware	Sum

## 12 Floors...90 Days



### Symons Steel-Ply Forms in 20'x8' Gang Sections

### ... Re-Used 20 Times on 580 Unit Housing Project

McCarthy Brothers Construction Company, St. Louis, used Symons Steel-Ply Forms to gang form the Anthony W. Webbe Apartments, a public housing project in St. Louis.

Gang forming seemed obvious for this job, but quality of pour was most important. This was to be shear walls from the ground through the 12th floor. McCarthy worked with the Vernon L. Goedecke Company, St. Louis, and the Symons engineering department. Symons engineers recommended a ganged section 20' long x 8' high.

It took 25 days to pour the foundations on the 40 x 600 foot structure and approximately 90 pouring days to bring the building through the 12th floor . . . a total of 196,000 square feet of forming in the walls. 15,000 square feet of Symons Steel-Ply Forms were re-used approximately 20 times.

Complete housing project story available on request. Symons Steel-Ply Forms can be rented with purchase option.

### NEW Bolt for Gang Forming



Permits the ganging of any size Symons Form with regular hardware. Now you can secure all the forms required, together in sections, move the sections in place, insert the ties and the unit is ready for a pour.

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## MASTER TV SYSTEM INSTALLATION MANUAL

All the facts that you need to assure top and dependable master TV system performance. Contains information that is the result of more than 2,000,000 master TV installations featuring Blonder-Tongue Masterline equipment:

### CONTENTS

#### TYPES OF SYSTEMS

New construction; old construction; vertically designed systems; horizontally designed systems.

#### COMPONENTS IN MASTER TV SYSTEMS

Amplifiers; splitters; tapoffs; antennas; transmission line.

#### THE "HEART" OF MASTER TV SYSTEMS

"Head-end"; amplifiers; line filters; feed-thru couplers; radiation-proof housings.

#### 'ARTERIES' OF MASTER TV SYSTEMS

"Branching"; splitters; cable; tapoffs; isolation.

#### ANTENNA INSTALLATION

Orientation, "directivity"; signal strength; towers and masts.

#### LINE INSTALLATION

Balanced transmission; co-ax cable: RG/11U and RG/58U; 300 ohm ribbon line; baluns; matching transformers.

#### DESIGNING AND CALCULATING MASTER TV SYSTEMS

Typical system diagrams; vertical cable run systems; hotel, apartment—to 400 outlets; new construction; existing construction; horizontal cable run systems; school or hospital—100 outlets; new construction; hospital—400 outlets; old construction; trailer park system—148 outlets; new or old construction.

#### TESTING AND MAINTAINING A SYSTEM

Equipment for servicing a system; substitution method; field repairs; testing and maintaining cable.

#### CHARTS AND TABLES

Amplifier specifications; tapoff—isolation networks; cable characteristics; attenuator pad construction; half wave open ended stub traps; and more.

#### ARCHITECT'S SPECIFICATIONS

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#### GLOSSARY OF MASTER TV TERMS

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### Estimating Takeoff

(Continued from page 226)

#### —PREFINISHED KITCHEN CABINETS & ACC.—

Melcor Wood 1x2x3' Base Cabin. & Acc.	1 U
Melcor Wood 2x6x2x3' Base Cabin. & Acc.	2 U
Melcor Wood 3x2x3' Sink Cabin. Acc.	1 U
Melcor Wood 3x2x3' Range Cabin. & Acc.	1 U
Melcor Wood 2x6x2' Oven Cabin. & Acc.	1 U
Melcor Wood 3'x3'8x1'2 Wall Cabin. & Acc.	1 U
Melcor Wood 3'x2'6x1'2 Wall Cabin. & Acc.	1 U
Melcor Wood 2'6x3'6x1'2 Wall Cabin. & Acc.	2 U
Melcor Wood 3'x1'2x2'6 Lav. Vanity	2 U
Formica Counter Tops	40 S

#### —METAL SHEET WORK—

16-oz. Copper 18" Roof Valley Flash.	40 L
16-oz. Copper 8" Termite Shield	200 L
16-oz. Copper 3x4" Rain Leaders	60 L
16-oz. Copper 6x4" Roof Gutters	115 L

#### —GYPSUM WALL & CEIL. BOARDING—

Gypbd. ½" T.J. Wall Boarding	3,985 S
Gypbd. ½" T.J. Ceil. Boarding	1,850 S
Gypbd. ½" C.T. Wall Linning	385 S
Metal Corner Beads	115 L

#### —ASPHALT RUBBER FLOOR & BASE TILING—

Asphalt ½" Floor Tiling	1,115 S
G.F. Asphalt ½" Floor Tiling	100 S
Rubber ½x4" Wall Base	385 L

#### —CERAMIC FLOOR & WALL TILING—

Ceramic Floor Tiling	110 S
Ceramic Wall Tiling	375 S
Ceramic Wall Base	55 L

#### —PAINT EXT. & INT. FINISH—

Lead & Oil Ext. Plyd. Sid. 3 Coats	1,680 S
Lead & Oil Ext. Millwork 3 Coats	800 S
Lead & Oil Ext. Soffit 3 Coats	400 S
Lead & Oil Gypbd. Wall 3 Coats	3,985 S
Lead & Oil Gypbd. Ceil. 3 Coats	1,850 S
Lead & Oil Int. Millwork 3 Coats	250 S
Stain & Varn. Int. Millwork 4 Coats	800 S

#### —METAL & GLASS TOILET ROOM ACC.—

Mtl. & Glass 18x24" Medic Cabin & Mirror	2 U
Chrome Metal Toilet Paper Holder	2 U
Chrome Metal Tumb. & Brush Holder	2 U
Chrome Metal 30" Towel Bar	4 U
Chrome & Cloth 5" Shower Rod & Curtain	1 U
Alum. & Glass 6x7" Shower Enclosure	1 U

#### —PLUMBING SYSTEM & FIXTURES—

Water Serv. Connection & Piping	1 U
Sani. Serv. Connection & Piping	1 U
Gas Serv. Connection & Piping	1 U
Gas Furnace Connection & Piping & Acc.	1 U
Hose Bib Connection & Piping & Acc.	2 U
Lavatory Piping & Accessories	2 U
Bathtub Piping & Accessories	1 U
Water Closet Piping & Accessories	2 U
Kitchen Sink Piping & Accessories	1 U
Shower Head Piping & Accessories	2 U
Shower Recept. Piping & Accessories	1 U
Elec. H.W. Hr. Piping & Accessories	1 U
Laundry Wash. Piping & Accessories	1 U

#### —HEATING SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories	1 U
Gas Warm Air Temp. Control Equipment	1 U
Prefab Metal 18"x16" Flue & Chimney	1 U
Gas Warm Air Ducts & Registers	12 U

#### —ELECTRICAL SYSTEM & FIXTURES—

Electric Service Connection	1 U
Electric Service Panel & Switch	1 U
Telephone Service Connection	1 U
H.W. Heater Connection & Wiring	1 U
Gas Furnace Connection & Wiring	1 U
Oven Connection & Wiring	1 U
Exhaust Fan Connection & Wiring	1 U
Range Connection & Wiring	1 U
Single Switch Connection & Wiring	12 U
3-Way Switch Connection & Wiring	2 U
Convenience Outlets & Wiring	24 U
Light Outlets & Wiring	11 U
Telephone Outlets & Wiring	3 U
Television Antenna & Wiring	1 U
Ent. P. Butt. Chime & Wiring	1 U
Mtl. & Glass Lantern Lamp & Wiring	1 U
Elec. Light Ceiling Fixtures	7 U
Elec. Light Wall Fixtures	3 U
Ext. Weatherprf. Wall Fixtures	1 U

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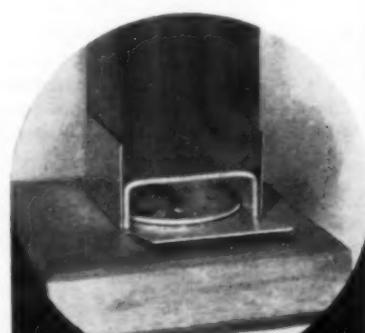
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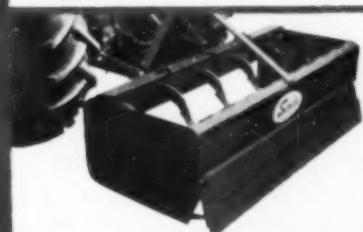
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Cabot's Ranch House Hues

Architect: Pietro Belluschi, Cambridge, Mass.

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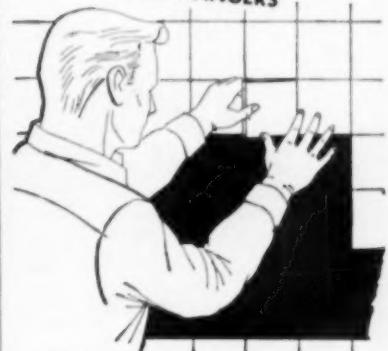
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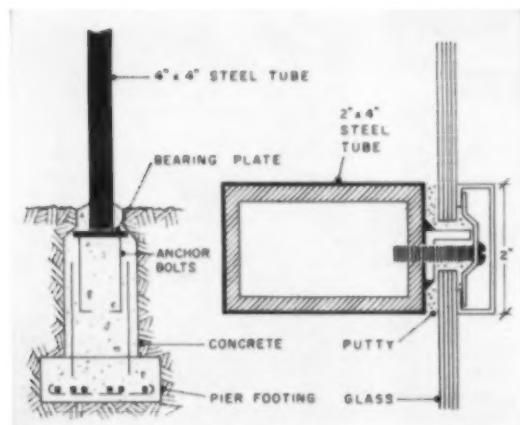
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## Steel tubes act as curtain wall mullions



**COST SAVING** square steel sections adapt to masonry, glass, or metal curtain wall installations with simple attachments. Sections are available in stainless steel for ease of maintenance, architectural effect.

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# MONTH AHEAD

## "Plan now, save tomorrow"

On paper, this golden rule for profit looks easy enough to follow. But in practice, many builders are forced to operate along opposite lines: build now, pay later.

*What makes an otherwise shrewd builder neglect his planning for the coming year and reduce his profit margin?*

The major factor stems from the very nature of the building business. With so much ground to cover (and so little time), just getting the proper planning data on its more vital phases can be a full-time job in itself. The smaller builder often cannot spare the time or the manpower to do the job right.

## You will get seven surveys

*Here's how AMERICAN BUILDER plans to remedy this situation.* In the October Planning issue, you'll see the results of seven questionnaires mailed out by our Research Department to builders in all parts of the country. You'll get authoritative, up-to-the-minute reports of new directions in design and construction, financing, codes, materials and products, land, merchandising, and business management.

## An analysis in depth

Naturally, we expect to reap a harvest of impressive statistics. We'll present them in the form of easy-to-read charts, graphs, and tables. If your main concern is financing, for instance, you'll be able to spot the latest trends at a glance.

*You'll get the story behind the statistics, too.* In our analyses of the results, we will project the problems and solutions in each area for 1961. Furthermore, the seven phases of building we report on will each feature a builder we consider most representative in

his answers. AMERICAN BUILDER editors will examine his operation in detail and reveal his plans to overcome the particular problems he will face next year. He will represent a photographed, interviewed, documented set of statistics.

## You can't get fresher information

Usually, there's a big gap between the time building data is requested, answered, returned, collated, etc., and the time you get to see it. The information becomes obsolete for short-term planning purposes because the market has already changed. No such danger here, though. Our forms were mailed out only four weeks ago; the response is still flooding our Research Department's offices.

Besides correlating the data builders send us, our Research Department will forecast the 1961 dollar volume for total construction and new home building. You'll also get their estimate of the number of new dwelling units to be built. Their figures are based on special studies of many factors in the field.

## More aids to planning

An entire issue devoted to planning wouldn't be complete without a selection of well-designed houses. For unless you build the houses homebuyers want, all your other planning efforts won't do you much good. So be sure to see our special Blueprint House, along with the best bets for 1961 of a dozen builders.

*Don't overlook a field report on how builders can best schedule their work for year-round operation and avoid a costly winter slump. In addition, a six-page roundup on tools and equipment will feature the newest cost-breakthroughs in the industry.*

**IN NOVEMBER:** newest time-saving techniques of prefab builders . . . national home manufacturers reveal how their operations help in the builder's search for lower costs . . . "Building's Coming Breakthrough" analyzes the mushrooming field of component systems . . . a special report on the smartest uses of new products in plumbing . . . National Home Week trends.



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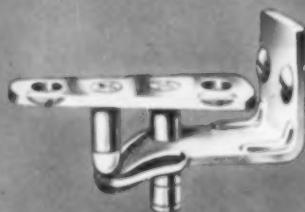
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